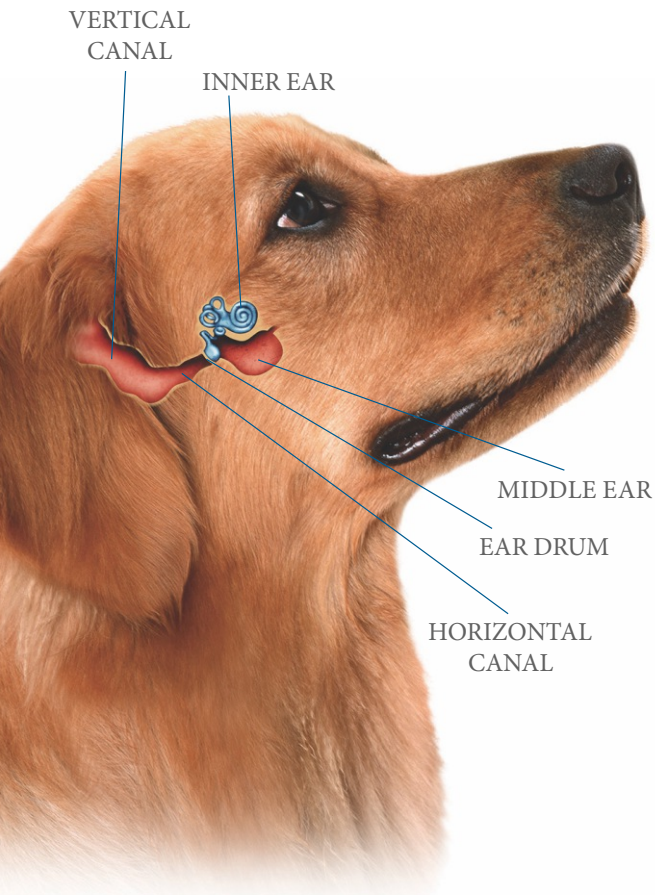


CLEANING YOUR PET'S EARS

Your pet's ears are very different than yours—inside and out—and many factors can lead to problems with your dog's ears. Allergies to things in your pet's environment (pollen, dust mites, molds, etc), also known as canine atopy; food allergies or food sensitivities; and innate problems with the structure or function of your dog's ears are the most common causes. Pets, especially dogs, who have an ear infection often develop an abnormal amount of wax and have infectious debris in their ears. Your veterinarian may prescribe an ear cleanser to help address the condition occurring in your pet's ears. This brochure is meant to help guide you in the cleaning process. Be sure to follow your veterinarian's instructions and read the product label before use.

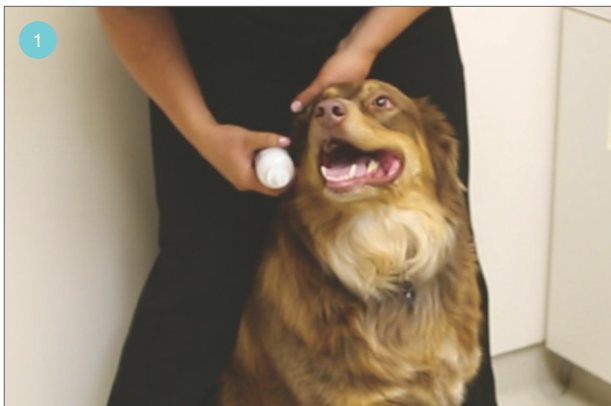
Many chronic or long term ear problems in pets are due to underlying allergies or other conditions that your veterinarian may need to diagnose and address. So it is important to get your pet examined by a veterinarian and follow all their recommendations to achieve the best outcome for your pet long term. These recommendations may include diet changes, limiting their exposure to allergens in your house or yard, oral or topical medications or even allergy injections that help decrease your pet's sensitivity to allergens in their environment.

DOG EAR ANATOMY



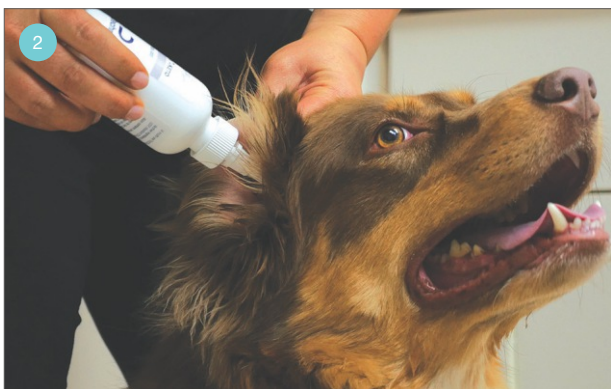
How to clean your pet's ears

Follow your veterinarian's instructions on when and how to use the recommended ear cleanser. Make sure to ask your veterinarian or their technical staff any questions you may have.



It may be useful to have an assistant help you keep the dog calm and still while you clean the ears, but an assistant is not always required. If you are cleaning the ears by yourself, position the pet between your legs for the best control.

The ear cleanser should be at room temperature. Most pets shake their head when the ear canal is filled with fluid, so pick an area that is easy to clean afterwards, in case the pet shakes ear cleaner or debris out of their ear. Holding a towel over the ear and back of the head while the pet shakes can help confine any possible mess.



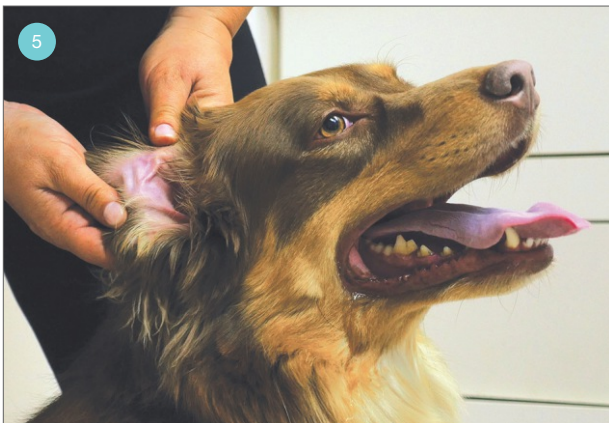
The ear flap should be held back and upwards as the ear cleanser is poured into the canal opening. You should use enough cleanser to fill the entire ear canal.



Continue holding the ear flap upwards so the cleanser does not leak out of the canal. Gently massage the base of the ear, near the head, to work the cleanser into the deep parts of the ear canal and dislodge any wax or debris deep in the canal. You may see debris start to float to the top of the liquid. Continue to massage the base of the ear for about 15-30 seconds. Follow your veterinarian's instructions as some cleaners work best if there is 5 – 15 minutes of contact time and holding the ear flap prevents the dog from shaking the head dislodging the ear cleaner and allows the contact time to make it most effective.



Use a cotton ball or other soft material to remove the dirt and debris that has floated to the top of the canal and is on the inside of the ear flap. Never place anything down into the ear canal such as a Q-tip or cotton ball as you could harm your pet.



Reinspect the ear canal and ear flap and repeat the procedure if you still see a lot of dirt and debris in the ear. Repeat the entire procedure in the other ear. Be sure to not over-clean sensitive ears and alert your veterinarian right away if your pet appears to be in pain when performing this procedure or if any redness or swelling develops after cleaning the ear.

Cautions when cleaning your pet's ears:

Your veterinarian will offer guidance on how often you need to clean your pet's ears based on their unique condition. Ear cleansers dispensed by your veterinarian can be tailored to your pet's needs too. There are a wide variety of cleansers available and your veterinarian can offer the best advice on which one is best suited for your pet and how often you should repeat the cleanings. Although it might seem counter-intuitive you can actually clean their ears too often and cause more harm than good, so always follow the directions your veterinarian gives you. It is important to note that certain cleansers can be toxic to the sensitive cells in the middle ear that are responsible for hearing. All cleansers should be approved by your veterinarian first, before using them in any red, inflamed or painful ear. If your pet has an ear infection it might be necessary for the veterinarian to perform a deep cleaning under sedation or anesthesia to properly and painlessly address the problem. You will want to have your veterinarian check via an otoscopic exam to determine if the ear drum is intact.

*Special thank you to our model, Gunner!
Four-legged friend of Dechra employee, Emilee.*

Veterinarian's instructions:

Clean ears _____ times per week.

Recheck appointment in _____ weeks.

Your veterinarian may also recommend:

___ MALACETIC® Otic Cleanser

___ TrizEDTA™ Aqueous Flush

Dechra also has other therapeutic dermatologic products that are available with your veterinarian's prescription for your pet's specific ear or skin condition. These include ear cleansers, therapeutic shampoos, sprays and wipes.



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