

Making a *difference* to your day

It's *important* to keep  
your pets' ears clean!

*A guide to effective  
ear cleaning*



Further information is available on request from:

Dechra Veterinary Products Ltd, Cartmel Drive, Harlescott, Shrewsbury,  
Shropshire SY1 3TB. Tel: +44 (0)1743 441632. Fax: +44 (0)1743 462111.  
[www.dechra.com/derma](http://www.dechra.com/derma)

**Dechra**  
Veterinary Products

## Why it is *important* to keep your pets' ears clean

---

As a result of domestication and selective breeding, dogs' ears vary enormously, not only amongst breeds but also within breeds. While excellent for collecting sound, the long *canine ear canal* can also accumulate wax and foreign bodies (such as grass seeds) or become diseased. In the latter situation, *treatment by your veterinary surgeon will be necessary*.

The main uses of an ear cleaner can include one or more of the following:

- *Removal of wax or debris*
- *To help maintain the condition of the ear canals in:*
  - a. Dogs predisposed to ear disease (e.g. dogs with pendulous ears)
  - b. Dogs that swim

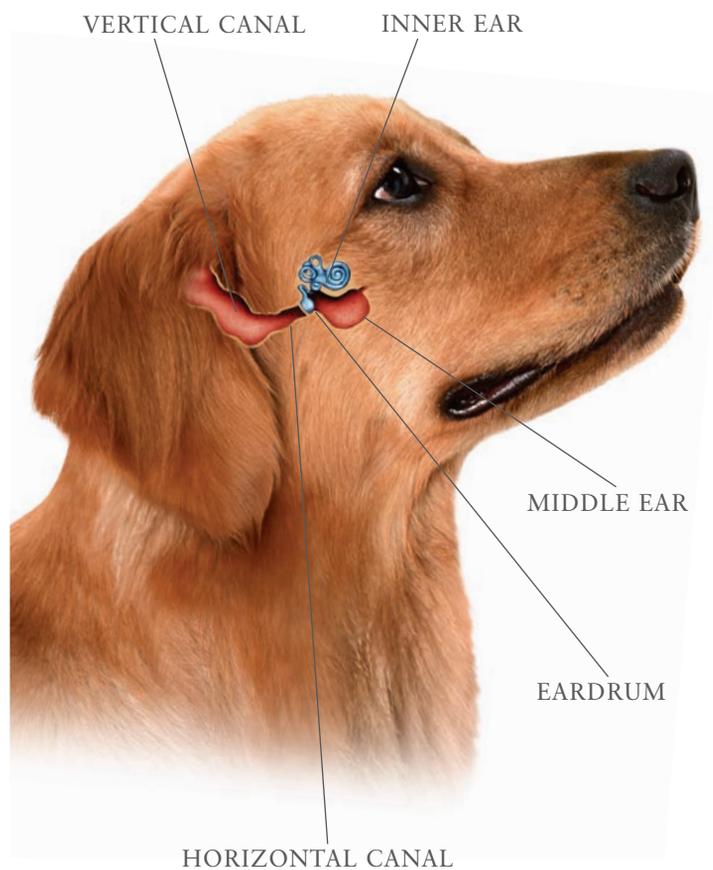
Cats' ears are generally less problematic, but they may also benefit from having their ears kept clean and wax-free.

While not all ears need cleaning, *those pets susceptible to ear problems will benefit from regular ear cleaning*.

## *Anatomy* of the ear

---

The vertical canal of the ear is corrugated along its length. At the base of the vertical canal is a right-angled turn where the canal becomes narrower and continues horizontally to the eardrum. Wax and other substances are continually produced along the entire length of the canal to keep the lining supple and healthy. Circulation of air in the canal can help prevent accumulation of excess wax.



The ears of floppy-eared breeds (e.g. Spaniels) and those with lots of hair in the ear canal (e.g. Poodles) are less well ventilated, and are prone to suffering from problems caused by accumulation of wax and debris.

*However, any dog may develop ear problems.*

Wax and debris must travel upwards against gravity to escape – a difficult process, even when the ear is healthy. In the diseased ear, this natural cleaning process breaks down and, depending on the severity of the condition and the number of episodes, *may not return to normal*. In such cases, ongoing preventative care of the ears may be *essential*.

## How to use CleanAural<sup>®</sup> ear cleaner

An ear with a build-up of excessive wax and debris in the upper part of the vertical canal *will benefit from the application of an ear cleaner*. While a dog is pictured in the cleaning process below, the same procedure applies to cleaning cats' ears.



- 2 Carefully insert the nozzle into the upper part of the ear canal. Ensure there is a gap between the nozzle and the ear canal before gently squeezing a liberal amount of solution into the ear.



- 1 Holding your pet's head firmly, gently pull the ear flap up to open the ear canal.



- 3 Massage the ear canal gently but thoroughly, working from the base upwards.



- 4 Allow your pet to shake excess solution from the ear, then gently wipe away loosened wax and debris around the top of the ear, with cotton wool or similar. Do not poke anything down the ear canal – particularly cotton buds – *as this may cause damage.*



- 5 Inspect the ear, and repeat if necessary.
- 6 Clean the other ear.

## Tips on ear cleaning

---

- 1 *Clean your pets' ears regularly*, once or twice a week or as recommended by your veterinary surgeon. Your pet will quickly get used to it, and the process will get easier.
- 2 Introducing cold liquid into pets' ears may cause the pet to react, making cleaning more difficult. Always *warm the solution* to around body temperature before use by holding in your hand or placing in a pocket for a few minutes.
- 3 Use the ear cleaner in *a tiled room or outdoors*, so your pet can safely shake its ears to remove any excess solution.
- 4 Be careful not to over-clean the ear. *Over-cleaning can damage* the delicate lining of the ear.

*Do not use if the eardrum is ruptured.*



Your *pet will benefit* from the use of CleanAural ear cleaner because it is:

- *Formulated separately* for cats or dogs
- pH balanced for *compatibility with the skin* of the ear
- *Easy to use* with a soft, flexible nozzle
- Ideal for *regular use* at home
- Also available as Sensitive for dogs, containing Chamomile extracts and Yucca Vera to calm and soothe sensitive ears