How do I use Epi-Otic?

1. Place the nozzle in the entrance of the ear canal and squeeze a couple of millilitres into the ear canal.

2. Gently massage your dog’s ear, making sure that you keep a firm grip of the dog while you are doing this.

3. Use a cotton ball or soft tissue to wipe any excess ear cleaner and dirt from the outside of the ear that has been dislodged by the Epi-Otic. Under no circumstances should you use a cotton bud to clean your dog’s ear.

Advanced formula Epi-Otic is...

Cleansing and Drying
- Salicylic acid (found in many high quality skin creams) removes dirt, dead skin cells and excess wax.
- Docusate sodium dries the ear effectively and gently

Soothing and Gentle
- Classified as non irritant to European Cosmetic Standards

Anti Adhesive
- Glycotechnology prevents bacteria from sticking to the skin cells

Antibacterial and Antifungal
- PCMX has an antibacterial effect
- EDTA enhances the action of PCMX

Non Acidic
- Physiological pH (~Neutral)
- Doesn’t over dry or irritate the skin

Information brought to you by Virbac, makers of Epi-Otic – the advanced ear cleaner and Exotic-It – the easy solution to ear disease.

Otitis externa (OE) literally means inflammation of the ear canal and can affect any breed of dog at any age. Unlike our ears, dogs have very long ear canals and to make things worse there is a bend in them that means keeping them clean is even more difficult.

Ear disease can happen for many reasons, some dogs are born with narrow ear canals. Others have long floppy ears so the ear canal gets too warm and without enough airflow the ear can become moist, providing a breeding ground for bacteria and yeasts.

Dogs that swim are more likely to get ear disease and sometimes it is a complication of an underlying allergic skin disease.

OE starts from an irritation to the skin lining the ear canal; this usually occurs from getting bacteria in the ear from swimming or inflammation of the skin in the ear canal due to an allergy or a foreign body e.g. grass seed. This irritation is uncomfortable so the dog scratches its ears, which can introduce more bacteria and further irritate the skin in the ear canal causing it to become even more inflamed, itchy and sore. This inflammation narrows the ear canal creating an environment that is warmer and more humid than normal. Bacteria and yeasts like to grow in warm moist conditions with little airflow, so the inflammation coupled with the dog’s scratching creates just the right environment for the bacteria and yeasts to grow and multiply.

What are the signs? The general signs of OE are:

- Head shaking
- Scratching
- Redness or swelling of the skin in the ear
- Pain around the ears
- Unpleasant odour
- Discharge
- Changes in behaviour
- Other dogs licking at your dog’s ears

How does OE start?

This irritation narrows the ear canal and to make things worse there is a bend in them that means keeping them clean is even more difficult.

OE can start from any reason, some dogs are born with narrow ear canals. Others have long floppy ears so the ear canal gets too warm and without enough airflow the ear can become moist, providing a breeding ground for bacteria and yeasts.

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