ABELIA® CeruOtic

Dogs & Cats

Potent, Gentle and Safe Ceruminolytic Solution for Deep Cleansing of Ear Canal in Dogs and Cats.
Especially Indicated for In-Clinic Use Prior to First Application of Rx Drops, Gels or Creams to Optimize Their Availability and Efficacy.

Introduction

Otitis externa is a common condition that affects 15-20% of dogs and 5-7% of cats. The development of otitis usually is due to a combination of different causes and factors. Primary causes can trigger otitis externa as they modify the ear environment, creating ideal conditions for producing secondary infections. Secondary causes are those that produce disease in an abnormal or altered ear. Overcleaning with an inappropiate solution is one of the most prevalant secondary causes.

Effective cleaning of the ear canals to remove ear wax is an important part of the treatment and ongoing maintenance therapy for otitis.[1] Owner education on how to perform a proper ear cleansing and choosing the right solution are essential for successful management. Ear cleaning can be performed for different purposes *(Figure 1)*:

- To allow visualization of ear canal and tympanic membrane.
- To remove debris and secretions.
- To remove foreign materials.
- To reduce pain or discomfort.

Figure 1: Ear cleaning purposes

Topical treatment should be performed after ear wax removal from the ear canal, as it can reduce the effectiveness of treatment if the wax remains there.[2] Otic cleaners can be used at home as part of most chronic otitis management protocols and can be used once daily to twice weekly, depending on the severity of the otitis and the amount of build up. Once the imflammation and infection have been resolved, the application of an ear cleanser once or twice a week is recommended as maintenance therapy to help prevent future recurrences.

Oil based solutions have a lubricant and softening action that help the removal of wax build up. Some authors even suggest using a drying solution after a lubricant cleaner to avoid maceration of the ear canal that could lead to microorganism overgrowth.[3]

Active Ingredients

Squalane	25%
Mineral oil	48%
Isopropyl myristate	27%

6.1 fl. oz. / 180 ml
Special Stopper and syringe included

Safe for perforated tympanic membrane

Characteristics

- High concentration (25%) of squalane, the most effective among wax removing agents.
- High ceruminolytic power.
- Lubricant action - Softens and looses cerumen
- Product of choice to effectively and safely clean ear canals prior to first Rx treatment, potentiating the effect of the otitis therapy.
- Non-ototoxic - Only pure ceruminolytic formula proven to be safe in dogs with perforated tympanic membrane.
- Special dosing system with stopper and syringe included:
  - Prevents solution contamination and cross infections.
  - Allows the administration of the exact amount of product for each animal:
    - Minimizes staining of the fur and surrounding areas.
    - Reduces product waste.
  - Better compliance.
- Vegetable origin squalane - More sustainable.
- Gentle non-aggressive solution - Suitable for inflamed or sensitized ears.
- Oil based, but not messy due to its dosing system and product presentation.
- Non-stinging.
- Preservative, dye and fragrance free.
- Suitable for short- and long-term use.
- 3-years shelf life.

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Mechanism of Action

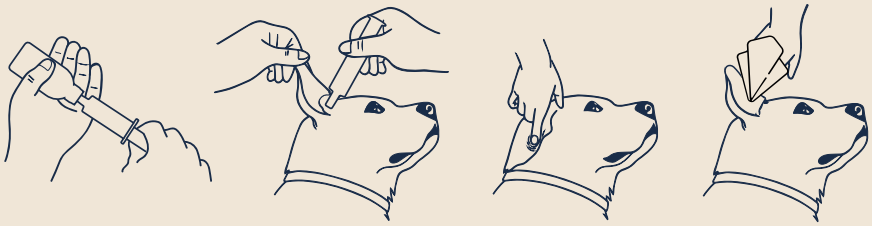
- **Squalane:** With formula $C_{30}H_{62}$, it is a very stable saturated lipid resulting from the hydrogenation of squalene. In its pure form, squalane is a clear, odorless, and non-polar oil with a low surface tension, that allows it to distribute easily along the ear canal. It belongs to the "ceruminosolvent" class of ear cleaners: it lubricates, softens and loosens cerumen facilitating its expulsion or removal. **Squalane is broadly considered the most potent and safe among wax-removing agents.** Additionally, its topical application maintains a healthy hydrolipid barrier with correct levels of nutrition and hydration.
- **Mineral oil:** Colorless, transparent, oily and odorless liquid. It is used to help dissolve earwax and moisturize the ear canal, facilitating the removal of wax.
- **Isopropyl myristate:** Humectant used in cosmetics and topical medical preparations to improve skin absorption.

Recommended Uses

- Product of choice for in-clinic use to effectively and safely clean ear canals prior to first Rx treatment, potentiating the effect of the otitis therapy.
- To remove debris from ears infested with *Otodectes*.
- Regular cleaning in dogs and cats with hairy ear canals instead of plucking.
- For ear cleansing in dogs and cats that produce excessive earwax.
- For senior dogs with reduced epithelial migration, due to its lubricant and ceruminolytic actions.
- Prevents and eliminates accumulation of ear exudates.

Directions for Use

- Insert the syringe into the bottle stopper, invert the bottle and draw back on the plunger to fill the syringe with **1 ml to 5 ml of solution** (depending on the size of the animal (i.e.: 1 ml for cats and very small dogs; 2-3 ml for medium dogs; 4-5 ml for larger dogs).
- Apply the syringe content to the ear and gently massage the base of the ear canal.
- Wipe away the excess with CUTANIA® Skin Control Wipes, CUTANIA® TrisEDTA Wipes, a gauze, soft paper towel or cloth.
- **In-clinic use, to remove all exudates before any Rx treatment: apply and remove all the excess solution. Repeat if needed.**
- **To prevent excessive earwax:** apply once or twice a week or according to the needs of each animal.



Cautions: Do not use in eyes.

References

1. Paterson, S. (2016). Topical ear treatment – options, indications and limitations of current therapy. Journal of Small Animal Practice DOI: 10.1111/jsap.12583.
2. Stahl, J., Mielke, S., Pankow, W., Kietzmann, M., et al. (2013). Ceruminal diffusion activities and cerumenolytic characteristics of otic preparations – an in-vitro study. BMC Veterinary Research, 9:70 BMC Veterinary Research.
3. Koch, S. (2018). Ear Cleaners for Use in Patients With Chronic Otitis. College of Veterinary Medicine, University of Minnesota. TVP Today's Veterinary Practice.
4. Mansfield P. D. et al (1997) The effects of four, commercial ceruminolytic agents on the middle ear. J Am Anim Hosp Assoc. 1997 Nov-Dec;33(6):479-86. doi: 10.5326/15473317-33-6-479

DS029.0924

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