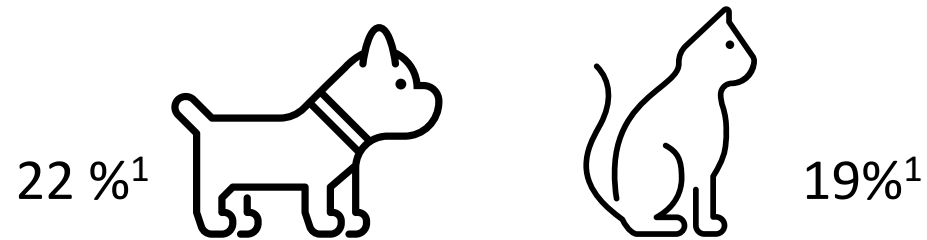




Training session : importance of ear cleansing

- In veterinary practice, dermatological problems, including ears conditions, **are one of the most common reasons for consultation.**
- In dermatology consultations they are found in:



Focus on otitis

Otitis externa

Inflammatory disease of the external auditory canal divided into 2 groups according to clinical criteria.

Up to **20% of veterinary consultations** in small animal practice ²

Erythematoceruminous otitis externa (ECO)



Purulent or suppurated otitis



Otitis media

Inflammation of the middle ear, including the eardrum and tympanic cavities

Otitis interna

Represent the most severe type, affecting the deep structures of the inner ear

Predispositions to otitis:

- **Anatomical features:** verticality of the canal / « L » shape; poor air circulation ; narrow canal limiting the natural drainage...
- **Season :** spring/summer
- **Age :** mainly young animals
- **Breed :** animals with floppy ears, Sharpeis for wich a narrowing of the diameter of the canal is observed

Primary factors:

- **foreign bodies** (ex: spikelets)
- **Parasites** (ear mite, body mite, ticks...)
- **Allergies** (Between 55% and 86% of dogs with atopic dermatitis have associated otitis externa^{3,4})
- **Keratinization disorders**
- ...

Secondary factors:

- **Bacteria** (*Staphylococcus pseudintermedius*++, *Pseudomonas aeruginosa*)
- **Yeast & fungal** (*Malassezia pachydermatis* ++ et *Candida* spp. +/-)
- **Unsuitable treatments**
- **Biofilms**

A dual approach is ESSENTIAL

Cleansing

with an appropriate ear
cleansing solution



A topical treatment

*Cream, antibiotic,
AINS...*





Thorough ear cleansing is the **basis of any successful treatment for otitis.**⁵

- Cleansing **promotes treatment effectiveness** and **accelerates healing** by **removing exudates, debris obstructing the conducts, and purulent and inflammatory matter**



PYOclean[®] Oto

Purifying ear cleanser

In case of ear disorders like otitis externa



Essential Oto[®]

Physiological ear cleanser
For healthy ears

INDICATION

- Prevention of recurrent erythematous-ceruminous otitis (ECO)
- Complementary care for treatment of otitis externa

Helps:

- **Cleanse & deodorize**
- **Purify thanks** to antimicrobial and antibiofilm active ingredients
- **Limit the proliferation of pathogens & rebalances skin flora**
- **Soothe** the ear canal



Hygienic and practical single-dose format

ECO: once a day prior to the medical treatment

Maintenance to avoid relapses: once a week for one month and then once every two weeks as long as necessary

PYOclean[®] Oto

Purifying & soothing ear cleanser



10 single-doses

PYOclean® Oto

Purifying & soothing ear cleanser



Single doses format – Major advantage of this product !

- A very **ease of use**
- A **precise dosage** of 5 mL to cleanse each ear
- **No more risk of cross contamination** between the two ears

PYOclean® Oto

Purifying & soothing ear cleanser

100% NATURAL ACTIVE INGREDIENTS

Cerumenolytic action
Lipoaminoacid of green apple



Soothing & anti-inflammatory action
Honey
Propolis

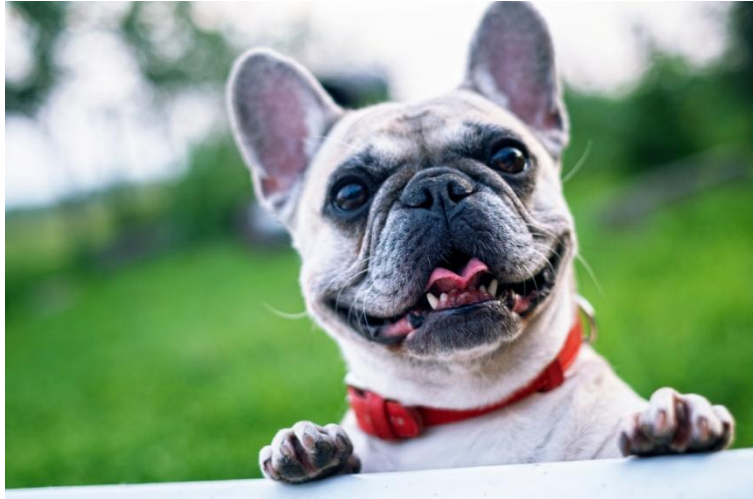
Antimicrobial action
Propolis
Essential Oil of red myrtle

Antibiofilm action
N-acetylcysteine
Propolis

When to use it ?

PREVENTIVE CARE

Purifies ear canals to prevent relapses in pets prone to otitis externa.



ADJUNCTIVE CARE

Prepares the ear canal to receive a medical treatment and helps maximizing its effects.



Essential Oto[®]

Physiological ear cleanser

INDICATION

- **Hygiene of healthy ears:** excess earwax, bad odors, predisposed breeds
- **Before clinical examination to clean the canal**

Helps:

- Cleanse
- Deodorize
- Hydrate



- « Twist-off » service cap for a practical single-handed application
- Transparent bottle to observe product integrity

Once to twice a week depending upon ear canal dirtiness



100 ml

100% NATURAL ACTIVE INGREDIENTS

Deodorizing active ingredients

Lichen extract
Niaouli essential oil



Cleansing active ingredients

Lipoaminoacid of green apple
Saponaria extract

Repairing & soothing active ingredients

Hemp seed oil,
Pumpkin seed extract

When to use it ?

Healthy ears (no infection)



AT HOME

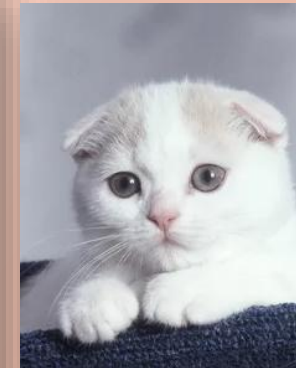
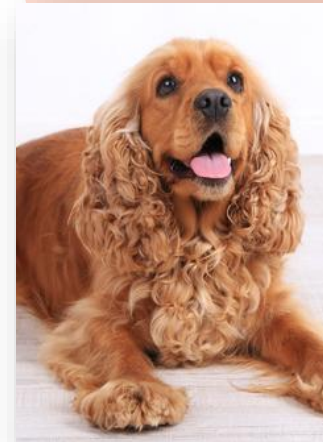
Excess earwax, cellular debris



Bad odors



Medical training
Predisposed breed : Hair in the ears (Poodle, etc.) Droopy ears (Cocker, Setter, ram rabbits, etc.),
Narrow ear canals (Shar-Pei, etc.)



- Medical training consists of **gradually teaching** your pet from an early age to **become an active participant in its own care** rather than undergoing it under duress.
- **It's all about repetition:** by repeating the same actions very regularly, when the animal **has no health problems** and is not in pain, you turn care into a familiar routine.



Who is concerned by medical training

All animals **BUT** mainly those predisposed to otitis externa such as :



Floppy ears, poor
air circulation



Hair inside the ear
canal + narrow canal



Canine Atopic
Dermatitis (CAD)



Floppy ears, poor
air circulation



Young animals