

# Osurnia™



Launching in May 2017!



# Introducing Osumnia™

The simple treatment for otitis externa

## Otitis externa is a common challenge

Vets say owner compliance is the biggest challenge when treating otitis externa<sup>2</sup>

**68%**

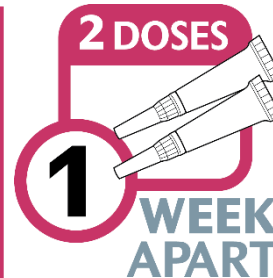
of pet owners using current treatments gave less than the prescribed number of doses for the calculated period<sup>3</sup>

### Comfort in just 2 doses

- Field trials prove that just 2 doses of Osumnia treats otitis externa effectively<sup>4-6</sup>
- In clinical trials, just 2 doses of Osumnia 1 week apart matched the efficacy of competitor products<sup>5,6</sup>

### Comfort with a proven safety profile and Excellent tolerability

- In clinical trials, the safety of Osumnia was comparable to receiving placebo or a competitor product<sup>4-6</sup>
- No dogs showed hearing loss or increase in ear irritation<sup>4</sup>



## Osumnia's triple action

### Antibacterial Florfenicol

Its spectrum of activity includes Gram-positive and Gram-negative bacteria<sup>1</sup>

### Antifungal Terbinafine

Inhibits the growth of yeast, including *malassezia* spp.<sup>7</sup>

### Anti-inflammatory Betamethasone acetate

Potent glucocorticoid, providing effective relief from discomfort

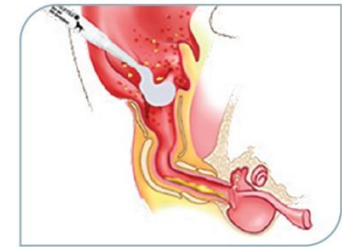
1. Osumnia Summary of Product Characteristics. 2. Kadence International. "Gauging Interest in a new OE Treatment, Quantitative Results." Sept. 2013. 3. LS Barter et al., Owner compliance with short term antimicrobial medication in dogs. Aust Vet J Vol. 74, No. 4, October 1996. 4. Novartis Animal Health US field effectiveness study, GSO-12-001 FSR. 5. Novartis Animal Health Japan field effectiveness study JP-10-001 FSR. 6. Novartis Animal Health EU field effectiveness study, INT-11-011 + Amendment. 7. Nuttal and Forster Abstract BVDSG Spring Meeting 2015.

# Osurnia™ stands out in the crowd

	easOtic® <sup>11</sup> (Virbac)	Dermotic® <sup>12</sup> (Troy)	Mometamax® <sup>13</sup> (MSD)	Osurnia™ (Elanco)
Shake-proof gel formulation	X	X	X	✓
Premeasured dose	✓	X	X	✓
Silicone, soft tip	X	X	X	✓
No. of treatments required	5 DOSES (Once a day for 5 days)	UP TO 42 DOSES (Twice a day for up to 3 weeks)	7 DOSES (Once a day for a week)	JUST 2 DOSES 1 WEEK APART



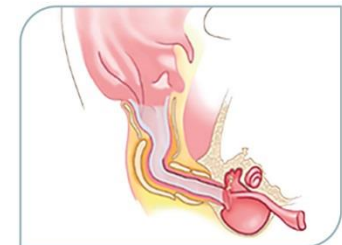
**OSURNIA** is an innovative gel  
Applies like liquid,  
stays like gel



Spreads easily with gentle massage to coat the ear canal



Dissolves in ear wax<sup>1</sup> and adheres to the applied area



Active ingredients remain in ear canal at high levels for weeks<sup>7</sup>

1. Osurnia Summary of Product Characteristics. 7. Nuttal and Forster Abstract BVDSG Spring Meeting 2015. 11. easOtic® Product Label. 12. Dermotic® Product Label. 13. Mometamax® Product Label.



# Osurnia™

## provides maximum compliance

### Pre-measured, single use tubes

- ✓ Same dose for any dog, regardless of their size and weight, every time
- ✓ Clean administration with no cross-contamination, thanks to disposable tube
- ✓ No need to count drops into the ear, therefore no risk of under- or over-dosing

### Smart gel formulation

- ✓ Colourless gel squeezes out of tube & lipophilic formulation spreads through ear canal<sup>1</sup>
- ✓ Then dissolves in the ear wax and is slowly eliminated from the ear<sup>1</sup>
- ✓ Therapeutic concentrations in the ear canals are therefore achieved and maintained<sup>7</sup>
- ✓ Difficult for dogs to shake out of their ears meaning less mess, & maximum compliance

### Flexible, soft tip

- ✓ Colourless gel squeezes out of tube & lipophilic formulation spreads through ear canal<sup>1</sup>
- ✓ Gentle on dogs' sore ears

