CHOOSE MOMETAMAX® FOR EFFECTIVE TREATMENT OF OTITIS EXTERNA
Clinic survey results from Canadian patient assessments showed Mometamax® gets strong performance scores from veterinarians and clients in treating cases of otitis externa.

**95%**

**EXCELLENT OR GOOD IN 95% OF ALL CASES**

(N=1,105)

**96%**

**SATISFIED**

96% of clients were satisfied with Mometamax® treatment, and compliance with the once-a-day, 7-day treatment was over 80%.

(N=471)

**CLIENT SATISFACTION AND COMPLIANCE REFLECT TREATMENT SUCCESS**
Otis externa is defined as inflammation of the epithelial lining of the external ear canal, and in many cases the pinna. Causes include atopic dermatitis, ectoparasites, objects in the canal, trauma, seborrhea and autoimmune diseases. Secondary and perpetuating factors include pendulous ears, behaviour (swimming, digging), bacteria, yeasts and pathologic changes. Cases often become acute or chronic when initial treatment fails, so a potent and comprehensive treatment approach is indicated.
MOMETASONE FUROATE
QUICKLY REDUCES DOG'S DISCOMFORT

- A potent corticosteroid with a proven safety profile
- No adrenocortical suppression with topical administration when used as directed
- Used in human medicine for years, including pediatric patients as young as 2 years old and adults with allergic skin conditions

How mometasone furoate works:
- Has very high affinity for the glucocorticoid receptors (GCR)
- Binding to GCR inhibits the production of enzymes with the effect of inhibiting the production of pro-inflammatory factors
- Accumulates during the first few days of use

NO ADRENOCORTICAL SUPPRESSION WITH MOMETAMAX® IN DOGS WITH OTITIS EXTERNA

- Randomized, double-blinded study
- Topical otic therapy for 1 week with Mometamax® and other treatments
- All dogs treated with Mometamax® had normal corticotropin stimulation test results
- One or more dogs treated with other therapies developed adrenocortical suppression
CLOTRIMAZOLE
TREATS FUNGAL INFECTIONS

- Treatment of dermal infections caused by various species of dermatophytes and yeast
- Documented efficacy against *Malassezia pachydermatis*
- Favorable in-vitro activity against *Malassezia pachydermatis* (in comparison to miconazole and nystatin)
- Proven broad spectrum antifungal

GENTAMICIN
TREAT BACTERIAL INFECTIONS

- Proven, broad-spectrum antibacterial agent
- Low incidence of bacterial resistance, even with *Pseudomonas aeruginosa*
- No ototoxicity effect reported in study where gentamicin was received topically in the ear

MOMETAMAX® OTIC SUSPENSION

- Reduced discomfort, redness, swelling, exudate, and odor
- Easy to administer
- Longer contact time than a solution
- Soothing suspension
- Miscible with exudate
MOMETAMAX® REASONS TO USE MOMETAMAX®

☑ Convenient once-a-day for 7 days facilitates compliance
☑ Easy-to-administer otic suspension
☑ Anti-inflammatory corticosteroid, quickly reduces dog’s discomfort
☑ Broad-spectrum antibacterial with low resistance to Pseudomonas aeruginosa
☑ Approved for the treatment of Pseudomonas spp. and Malassezia pachydermatis

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* Limited supply available, ask your Merck Animal Health representative.