



Your pet will benefit from the use of a CleanAural® ear cleaner because it is:

- strong enough to clean even the dirtiest ears
- pH balanced for compatibility with the skin of the ear
- easy to use
- ideal for regular use at home



1. Trial Report GB 201.

Further information is available from VetXX Ltd,
The Malthouse, Mill Lane, Scotsgrove, Thame,
Oxon OX9 3RP Tel: 01844 261030 Fax: 01844 260970
e-mail: info.uk@vetxx.com

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Pets need clean ears too!

A guide to effective ear cleaning

CleanAural® ear cleaners
because regular cleaning makes good sense

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The importance of keeping your pet's ears clean

As a result of domestication and selective breeding, dogs' ears vary enormously, not only amongst breeds but also within breeds. Whilst excellent for collecting sound, the long canine ear canal can also accumulate wax, foreign bodies (such as grass seeds) or become diseased. In the latter situation, treatment by your veterinary surgeon will be necessary.

The main uses of an ear cleaner can include one or more of the following:

- **Removal of wax or debris**
- **To help maintain the condition of ear canals in:**
 - a. dogs predisposed to ear disease (e.g. dogs with pendulous ears)
 - b. dogs which swim

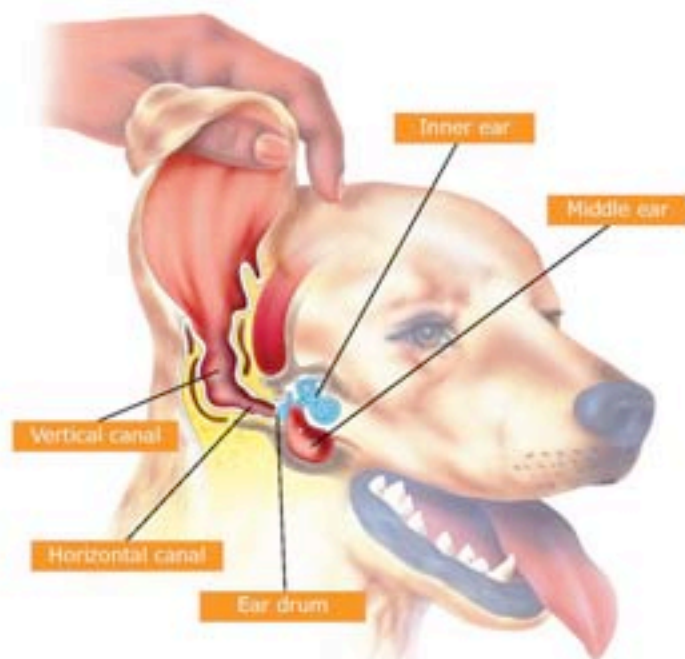
Cats' ears are generally less problematic, but they may also benefit from having their ears kept clean and wax-free.

Whilst not all ears need cleaning, those pets susceptible to ear problems will benefit from regular ear cleaning.

Anatomy of the ear

The vertical canal of the ear is corrugated along its length. At the base of the vertical canal is a right-angled turn where the canal becomes narrower and continues horizontally to the ear drum. Wax and other substances are continually produced along the entire length of the canal to keep the lining supple and healthy.

Circulation of air in the canal can help prevent accumulation of excess wax. However, any dog may develop ear problems.



The ears of floppy-eared breeds (e.g. Spaniels) and those with lots of hair in the ear canal (e.g. Poodles) are less well-ventilated, and are prone to suffer problems caused by wax accumulation and debris.

Wax and debris must travel upwards against gravity to escape, a difficult process even when the ear is healthy. In the diseased ear, this natural cleaning process breaks down, and depending on the severity of the condition and the number of episodes it may not return to normal. In such cases, on-going preventative care of the ears may be essential.

How to use CleanAural® ear cleaner

A build up of excessive wax and debris in the upper part of the vertical canal. Such an ear will benefit from the application of an ear cleaner.



- 1 Holding your pet's head firmly, gently pull the ear flap up to open the ear canal.



- 2 Carefully insert the nozzle into the upper part of the ear canal. Ensure there is a gap between the nozzle and the ear canal before gently squeezing a liberal amount of solution into the ear.



- 3 Massage the ear canal gently but thoroughly, working from the base upwards.



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- 4 Allow your pet to shake excess solution from the ear, then gently wipe away loosened wax and debris with cotton wool or similar.

Do not poke anything down the ear canal – particularly cotton buds – as this may cause damage.



- 5 Inspect the ear, and repeat if necessary.

- 6 Clean the other ear.

Tips on ear cleaning

- 1 Clean your pet's ears regularly, once or twice a week or as recommended by your veterinary surgeon. Your pet will quickly get used to it, and the process will get easier.
- 2 Introducing cold liquid into pets' ears may cause them to react, making cleaning more difficult. Always warm the solution to around body temperature before use by holding in your hand or placing in a pocket for a few minutes.
- 3 Use the ear cleaner in a tiled room or outdoors, so your pet can safely shake its ears to remove any excess solution.
- 4 Be careful not to over-clean the ear. Over-cleaning can damage the delicate lining of the ear.

Do not use if the eardrum is ruptured.