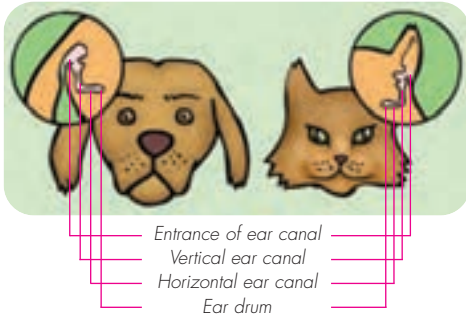


A FEW TIPS ON CLEANING YOUR PET'S EARS

DID YOU KNOW that dogs' and cats' ears have a bend inside?



Dirt and ear wax can accumulate in the horizontal ear canal and possibly cause disease. Following the technique below will ensure that when you clean your pet's ears, all dirt and wax is gently removed, even from the horizontal ear canal.



CLEANING TECHNIQUE

(for each ear, in turn):

1. Apply a few ml of a good veterinary ear cleanser such as EPI-OTIC into the ear canal.
2. Distribute the cleanser in the ear canal by gently massaging the vertical canal. This may be felt as a large solid tube lying just under the skin below the entrance of the canal. Massage for 10 to 20 seconds to ensure good cleansing of the vertical and horizontal ear canals.
3. Gently massage the fluid up the ear canal and remove excess fluid with clean cotton wool at the entrance of the canal. Also clean the inside of the ear flap.
4. Repeat operations 1 to 3 until the excess fluid no longer looks dirty. Now clean the other ear.

TIPS:

- Do not use cotton buds in your pet's ears.
- Be gentle when massaging the ear canal, especially if the ear is painful.

FREQUENCY:

- If your dog or cat does not have ear problems, it may still be helpful to clean its ears about once or twice a month to remove ear wax and dirt from the ear canal.
- If your dog or cat does have an ear condition, always follow your veterinary surgeon's recommendations on how often to clean its ears. This can be as often as twice a week, or even daily in some cases.

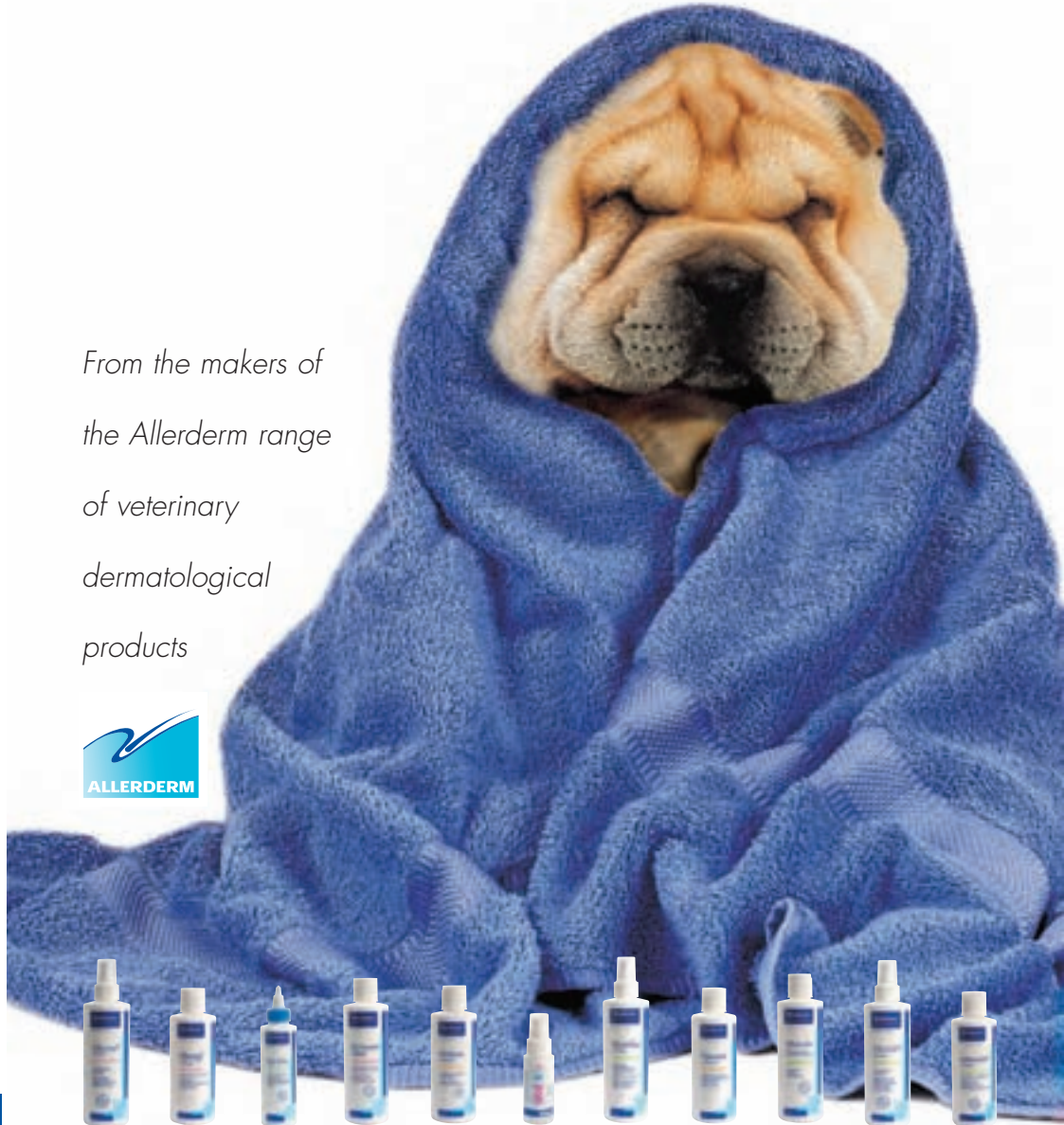
Information provided by Virbac, the makers of the specialist Allerderm ear cleanser: EPI-OTIC

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A GUIDE TO HELP YOU SHAMPOO YOUR PET

From the makers of
the Allerderm range
of veterinary
dermatological
products



A GUIDE TO EASIER SHAMPOOING

Follow this guide to shampoo your pet regularly with either a routine conditioning shampoo (SEBOCALM) or one of our specialist shampoos recommended by your Veterinary Surgeon.

TIPS: WATER

- Use lukewarm water.
- When shampooing a cat, prepare in advance and use jugs of water at the correct temperature. Applying water from a jug will keep your cat calmer than using pressurised water from a tap or spray.
- You can also sponge to apply water to the surface on both cats and dogs. This is useful when shampooing dogs in the garden, using a bucket of water at the correct temperature. Using a hose is also possible in warm weather.

TIPS: CONDITIONERS

- After the final rinse you can use a moisturising conditioner such as HUMILAC. Your veterinary surgeon or nurse will advise you on this. Humilac may not be necessary with Allerderm shampoos containing SPHERULITES (see packaging) as these shampoo's have skin moisturising and coat conditioning properties.

TIPS: LOCATION

- Shampoo dogs in a bath. Check beforehand that the shampoo will not stain the bath surface. Alternatively, shampoo dogs in the garden.
- Shampoo cats and small dogs in a sink rather than a bath. Cats in particular feel more confident in a small elevated area.



Information provided by Virbac, the makers of Allerderm's specialist shampoos: SEBOCALM, ALLERMYL, SEBOMILD P, SEBOLYTIC, PAXCUTOL, ETIDERM and EPI-SOOTHE.

1. Wet the coat



- Thoroughly wet your dog or cat's coat and skin surface with water
- SEE TIPS ON WATER AND LOCATION

2. Apply shampoo & massage



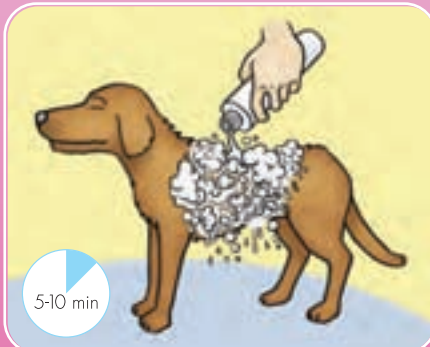
- Apply shampoo in several places on the coat of your pet
- Gently massage to create lather
- Avoid the mouth and eyes

3. Rinse



- Rinse well with clean water at the correct temperature
- SEE TIPS ON WATER

4. Re-apply shampoo, massage and leave



- Re-apply shampoo
- Massage & lather
- When lather is obtained leave for 5-10 minutes

5. Rinse



- Rinse well with clean water
- SEE TIPS ON WATER
- SEE TIPS ON CONDITIONERS

6. Dry



- Gently dry your pet's coat with a towel
- Do not use a hair dryer
- After drying, comb or brush
- Do not let your pet get cold while wet