



Otitis isn't a quick fix

Get the facts for a better understanding
of your dog's ear problem.

Introduction to otitis

Otitis externa (inflammation of the outer ear) is a common issue in dogs that normally occurs as part of a generalised skin problem. This means that the treatment of otitis is not a quick fix. Managing otitis means finding a resolution for the signs troubling your dog now while also addressing underlying causes.

You can achieve successful management of otitis with a Lifelong Ear Partnership between you and your veterinary surgeon. By working together as a team, you will find a long-term plan to keep your four-legged friend happy and under clinical control – without frustration or nastier consequences.





What is the cause?

When the outer ear gets inflamed, the ear's natural cleaning mechanism is disturbed. This causes wax to build up and may result in an overgrowth of the bacteria and yeast, which normally live in the ear canal.

You may notice your dog's outer ear becoming:



Red, swollen & painful



Smelly



Covered with bits
of wax or pus

The most common primary cause of otitis is allergic skin disease, but as there are other possible causes, your vet often needs to do some investigations to come to the right conclusion.

Identification of the primary cause and any predisposing factors from an early stage is important to find the best resolution for you and your canine companion.



For more information on **primary causes of ear problems in dogs**, scan the QR code with your smartphone to watch our video.

www.ear-inflammation.co.uk

Why make follow-up appointments?

When your dog is diagnosed with otitis (ear inflammation), your vet will want to see your dog as part of a revisit. A follow-up appointment will help you and your vet to:

- See how your dog is doing
- Check that the treatment is working
- Respond to any outstanding questions
- Build a long-term plan to prevent or deal with recurring problems

So, before you leave the veterinary practice, make sure the follow-up is in your diary and start building a **Lifelong Ear Partnership** with your vet.

Your dog will thank you for it.



For more information on why you shouldn't skip your dog's follow-up appointment, scan the QR code with your smartphone to watch our video.

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How can you manage your dog's recurrent otitis?

To successfully manage or hopefully avoid future problems, your vet will want to investigate primary causes and agree a long-term plan with you.

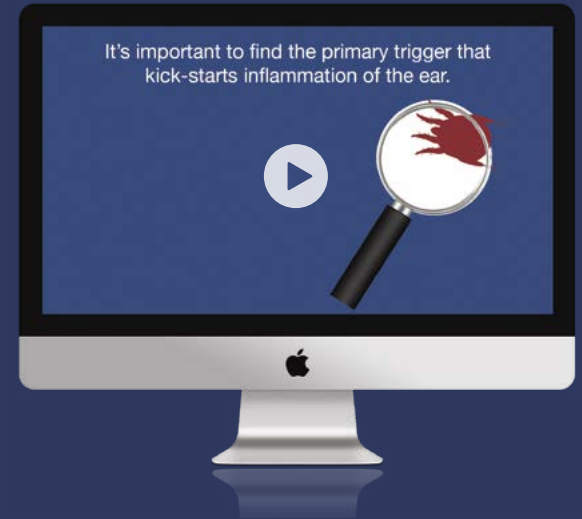
There might be a need to do a full allergy work-up, which can take time and may not seem to relate to your dog's ear at all – but have patience. Your vet will help you find the best solution for your dog.

There is often a need for ear cleaning or anti-inflammatory treatment to keep your dog's ears symptom-free. Your vet will help you find the right approach for you and your dog.



What might the long-term plan be for your dog? Scan the QR code with your smartphone to watch our video.

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Why do vets insist on doing cytology?

Cytology involves microscopic-level investigations that determine what's going on inside your dog's ears. Ear diseases in dogs can look very similar. Cytology helps your vet:

- Choose an appropriate treatment
- Monitor improvement at subsequent visits
- Manage your dog's ear problem over the long term

Cytology is also quick and easy – for both you and your dog – meaning you'll both be out of the practice in no time.



For more information on cytology, scan the QR code with your smartphone to watch our video.

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What treatment options are available, and which is best?

Dogs' ear problems aren't a quick fix. Successful treatment and management relies on various factors, from addressing signs and underlying causes, to acting quickly and identifying the right option. These include:

- Anti-inflammatory drops
- Daily medicated drops
- Long-lasting medications
- Oral treatments
- Ear cleaners and anti-septic solutions
- Surgical options and more

Your vet will make a decision that takes many factors into consideration.



For more information on how your vet will choose an appropriate treatment, scan the QR code with your smartphone to watch our video.

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Want to learn more about otitis?

Learn more about building a **Lifelong Ear Partnership** with your vet to manage your dog's ear problem. Visit our website for more information.



Scan the QR code with your smartphone to visit our website.

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