Dear [CLIENT_NAME],

Ear infections are the #1 reason dogs visit the veterinarian. If you’ve noticed that [PET_NAME] has any of the following symptoms, it’s time to call for an appointment. Otitis externa, that smelly, painful ear condition that’s often difficult to treat, may cause:

- Fouling-smelling ears
- Ear scratching and/or head shaking
- Discharge from the ear
- Crusted or scabby skin under the ear flap
- Swelling or redness around the ear
- Refusals to have head touched

While there are many products available to treat ear infections, we now have OSURNIA® (florfenicol-terbinafine betamethasone acetate), which eliminates the need to wrestle with your dog to administer messy drops. Just two doses per ear, dosed one week apart, are administered here at the clinic.

If we determine that [PET_NAME] has an ear infection, let’s see if OSURNIA is right for your dog. We look forward to helping you provide [PET_NAME] with some much deserved relief.

Sincerely,

[Your name]
[Your position]
[HOSPITAL_NAME]
[HOSPITAL_PHONE]

*OSURNIA is indicated for the treatment of otitis externa in dogs associated with susceptible strains of bacteria (Staphylococcus pseudintermedius) and yeast (Malassezia pachydermatis).

IMPORTANT SAFETY INFORMATION
OSURNIA (florfenicol-terbinafine betamethasone acetate) is for otic use only under veterinary supervision. Do not use in dogs with known tympanic perforation or hypersensitivity to florfenicol, terbinafine or corticosteroids. Adverse reactions observed during clinical trials include vomiting, increased liver enzymes and transient loss of hearing. Click here or call 1-888-545-5973 for full prescribing information.


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Dear [CLIENT_NAME],

Now that [PET_NAME] has received both doses of OSURNIA® (florfenicol terbinafine betamethasone acetate),* we’d like to recheck the ears to make sure the infection has completely cleared. We’re hoping to see healthy ears — and we know that’s what you’d like to see, too.

Please call for a recheck appointment for [PATIENT_NAME] today.

Sincerely,
Your friends at [HOSPITAL_NAME]
[HOSPITAL_PHONE]

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Subject Line: It’s time to check your dog’s ears
From: [HOSPITAL_NAME]
Dear [CLIENT_NAME],

According to our records, [PET_NAME] has had recurring ear infections with some or all of the following symptoms:

- Foul-smelling ears
- Ear scratching and/or head shaking
- Discharge from the ear
- Crusted or scabby skin under the ear flap
- Swelling or redness around the ear
- Reluctance to have head touched

While there are many products available to treat ear infections, there’s something different to try — OSURNIA® (florfenicol·terbinafine·betamethasone acetate)* — that eliminates the need to wrestle with your dog to administer messy drops. Just two doses per ear, dosed one week apart, are administered here at the clinic.

**OSURNIA**

- Is administered as two doses per ear, dosed one week apart by your veterinarian, for long-lasting efficacy
- Eliminates the need to administer ear drops at home
- Is an adaptable gel* — not a liquid or ointment — to help the active ingredients remain in the ear canal for weeks
- Has a flexible, soft tip that is gentle on your dog’s ears

Please call for an appointment to discuss your dog’s repeated infections. And be sure to ask us about OSURNIA and if it’s right for your dog. We look forward to helping you provide [PET_NAME] with some much deserved relief.

Sincerely,

Your friends at [HOSPITAL_NAME]

[HOSPITAL_PHONE]

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Subject Line: Try something new for your dog’s pesky ear infection
From: [HOSPITAL_NAME]
**Osurnia (florfenicol-terbinafine-betamethasone acetate)**

**Otic gel**
Antibacterial, antifungal, anti-inflammatory

For **Otic Use in Dogs Only**

Caution:
Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

Description:
OSURNIA contains 10 mg florfenicol, 10 mg terbinafine and 1 mg betamethasone acetate per mL and the inactive ingredients propylene carbonate, glycerol formal, hypromellose, phospholipid, oleic acid and BHT in an off-white to slightly yellow translucent gel.

Indication:
OSURNIA is indicated for the treatment of otitis externa in dogs associated with susceptible strains of bacteria (Staphylococcus pseudintermedius) and yeast (Malassezia pachydermatis).

Dosage and Administration:
OSURNIA should be administered in the clinic. Clean and dry the external ear canal before administering the initial dose of the product. Administer one dose (1 tube) per affected ear(s) and repeat administration in 7 days.

Do not clean the ear canal for 45 days after the initial administration to allow contact of the gel with the ear canal. Cleaning the ear may affect product effectiveness (see Effectiveness). If alternative otic therapies are recommended it is required to recommend the ear(s) before application.

Open tube by twisting the soft tip. Insert the flexible tip into the affected external ear canal(s) and squeeze entire tube contents into the external ear canal(s). After application, gently massage the base of the ear to allow the gel to penetrate to the lower part of the ear canal.

Contraindications:
Do not use in dogs with known tympanic perforation (see Precautions). Do not use in dogs with a hypersensitivity to florfenicol, terbinafine or corticosteroids.

Warnings:
Not for use in humans. Keep this and all medications out of reach of children. Consult a veterinarian in case of accidental ingestion by humans. In case of accidental skin contact, wash area thoroughly with water. Avoid contact to the eyes.

Precautions:
Do not administer orally. The use of OSURNIA in dogs with perforated tympanic membranes has not been evaluated. The integrity of the tympanic membrane should be confirmed before administering this product. Reevaluate the dog if hearing loss or signs of vestibular dysfunction are observed during treatment.

Use of topical otic corticosteroids has been associated with adrenocortical suppression and iatrogenic hyperadrenocorticism in dogs (see Animal Safety).

If caution in dogs with impaired hepatic function (see Animal Safety and Adverse Reactions).

The safe use of OSURNIA in dogs used for breeding purposes, during pregnancy, or in lactating bitches, has not been evaluated.

Adverse Reactions:
The following adverse reactions were reported during the course of a US field study for treatment of otitis externa in dogs treated with OSURNIA with 1 tube per affected ear(s) before application.

Frequency of Adverse Reaction by Treatment

<table>
<thead>
<tr>
<th>Adverse Reaction</th>
<th>OSURNIA (n=190)</th>
<th>Placebo (n=94)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevated Alkaline Phosphatase</td>
<td>15 (7.9%)</td>
<td>3 (3.2%)</td>
</tr>
<tr>
<td>Vomiting</td>
<td>7 (3.7%)</td>
<td>1 (1.1%)</td>
</tr>
<tr>
<td>Elevated AST, ALT, ALP*</td>
<td>2 (1.1%)</td>
<td>0 (0.0%)</td>
</tr>
<tr>
<td>Weight loss (&gt;10% body weight)</td>
<td>1 (0.53%)</td>
<td>0 (0.0%)</td>
</tr>
<tr>
<td>Hearing Decrease/Loss</td>
<td>1 (0.53%)</td>
<td>1 (1.1%)</td>
</tr>
</tbody>
</table>

*Aspartate aminotransferase (AST), alanine aminotransferase (ALT), alkaline phosphatase (ALP)

To report suspected adverse drug events, contact Novartis Animal Health at 1-800-332-2761. For additional information about adverse drug experience reporting for animal drugs, contact the FDA at 1-888-FDA-VETS or http://www.fda.gov/AnimalVeterinary/SafetyHealth.

For technical assistance, contact Novartis Animal Health at 1-800-332-2761.

**Clinical Pharmacology:**
OSURNIA is a fixed combination of three active substances: florfenicol (antibacterial), terbinafine (antifungal) and betamethasone acetate (steroidal anti-inflammatory). Florfenicol is a bacteriostatic antibiotic which acts by inhibiting protein synthesis. Its spectrum of activity includes Gram-positive and Gram-negative bacteria. Terbinafine is an antifungal which selectively inhibits the early synthesis of ergosterol. Betamethasone acetate is a glucocorticosteroid with anti-inflammatory activity. OSURNIA dissolves in ear wax and is slowly eliminated from the ear mechanically. Ear inflammation can increase the percutaneous absorption of active substances in OSURNIA. In a laboratory study conducted in healthy dogs (see Animal Safety), low plasma concentrations of florfenicol, terbinafine, and betamethasone acetate were measurable during the first 2-4 days after administration of 1X dose, and during the first 2-7 days after administration of 5X dose. No quantifiable plasma concentrations of any of the three active ingredients were observed in the pre-dose samples of most dogs prior to second and third administrations. Although total and peak exposure in the blood tended to be highly variable between dogs, systemic drug concentrations tended to increase in a less than dose-proportional manner as the administered dose increased from 1X to 5X.

**Microbiology:**
The compatibility and additive effect of each of the components in OSURNIA was demonstrated in a component effectiveness and non-interference study. An in vitro study of organisms collected from clinical cases of otitis externa in dogs determined that florfenicol and terbinafine inhibit the growth of bacteria and yeast commonly associated with otitis externa in dogs. No consistent synergistic or antagonistic effect of the two antimicrobials was demonstrated. The addition of betamethasone acetate to the combination did not impair antimicrobial activity to any clinically significant extent.

In a field study (see Effectiveness), the minimum of 10 isolates from successfully treated cases with OSURNIA was met for Staphylococcus pseudeintermedius, Malassezia pachydermatis, and Pseudomonas aeruginosa. However, there were only three dogs where P. aeruginosa was the only pathogen cultured and they were all treatment failures. Therefore, OSURNIA may not be effective in treating otitis externa in which P. aeruginosa is the only pathogen present.

**Effectiveness:**
Effectiveness was evaluated in 235 dogs with otitis externa. The study was a double-masked field study with a placebo control (vehicle without the active ingredients). One hundred and fifty-nine dogs were treated with OSURNIA and seventy-six dogs were treated with the placebo control. All dogs were evaluated for safety. Treatment (1 mL) was administered to the affected ear(s) and repeated 7 days later. Prior to the first administration, the ear(s) were cleaned with saline but not prior to the Day 7 administration. Six clinical signs associated with otitis externa were evaluated: pain, erythema, exudate, swelling, odor and ulceration. Total clinical scores were assigned for a dog based on the severity of each clinical sign on Days 0, 7, 14, 30 and 45. Success was determined by clinical improvement at Day 45. The success rates of the two groups were significantly different (p=0.00094). 64.78% of dogs administered OSURNIA were successfully treated, compared to 43.42% of the dogs in the placebo control group.

**Animal Safety:**
In a target animal safety study, 24 mixed breed dogs (4 dogs/group) were orally administered 0X, 1X (1 mL/ear or 2 mL/dog with repeated administration in 7 days) or 5X (5 mL/ear or 10 mL/dog with repeated administration in 7 days) doses of OSURNIA for a total of 8 administrations in 5 weeks. All dogs remained in good health with normal hearing throughout the study. Decreased weight gain was noted in the 1X and 5X groups compared to the control group. Clinical findings included post-administration ear wetness in 1X and 5X groups and unilateral, transient brown/red discharge from one ear each in two 5X dogs, with erythema in one dog after the 4th application. Local microscopic changes in ears (without clinical effects) included: slight or moderate unilateral vesicle formation within the epithelium of the tympanic membrane in two 1X and four 5X dogs, and unilateral mucosal ulceration in the lining of the middle ear cavity in three 5X dogs. Three 5X dogs had slightly elevated ALT activity, accompanied by minimal or mild microscopic hepatoacellular vacuolation (in two dogs). Cortisol response to ACTH stimulation was decreased, but within the normal reference range, in 1X dogs. The 5X dogs had a decrease in serum cortisol levels after ACTH stimulation (below normal reference range) accompanied by decreased adrenal gland and thymic weights with minimal adrenal cortical atrophy and slight (in three dogs) or moderate (in one dog also noted with slightly lower lymphocyte counts) lymphoid depletion of the thymus. The ACTH stimulation test results are consistent with systemic absorption of betamethasone resulting in a likely reversible suppression of the hypothalamic-pituitary-adrenal axis as seen with administration of exogenous corticosteroids.

**Storage Conditions:**
OSURNIA should be stored under refrigerated conditions between 36° - 46° F (2° - 8°C). To facilitate comfort during administration, OSURNIA may be brought to room temperature and stored for up to three months.

**How Supplied:**
OSURNIA is a gel in a single use tube with a flexible soft tip, supplied in cartons containing 2 or 20 tubes.

NADA # 141-437, Approved by FDA
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Manufactured for:
Novartis Animal Health US, Inc., Greensboro, NC 27408 USA

Made in UK

NAH/OSU-GEL/V/2
Is your dog fighting an ear infection that just won’t go away?

Osurnia®
(florfenicol•terbinafine•betamethasone acetate)
Ear problems? It might be an ear infection.

If you've noticed that [PET_NAME] has any of the following symptoms, it's time to call for an appointment. Otitis externa, that smelly, painful ear condition that's often difficult to treat, may cause:

• Foul smell and discharge from ears
• Ear scratching and/or head shaking
• Crusted or scabby skin under the ear flap
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• Reluctance to have head touched

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