

# MORE OPTIONS FOR TREATING OTITIS EXTERNA FROM INTERVET/SCHERING-PLOUGH ANIMAL HEALTH


## FOR MILD TO MODERATE CASES

*Once-a-day*  
**Mometamax**<sup>®</sup>  
(Gentamicin Sulfate, USP, Mometasone Furoate  
Monohydrate and Clotrimazole, USP, Otic Suspension)

ONCE-A-DAY MOMETAMAX<sup>®</sup>  
RAPIDLY REDUCES  
INFLAMMATION AND RESOLVES  
BACTERIAL AND FUNGAL  
INFECTION:

- **Mometasone Furoate**  
Rapidly controls inflammation  
for patient comfort
- **Gentamicin Sulfate**  
Proven effective, broad-spectrum  
antibacterial agent
- **Clotrimazole**  
Documented efficacy against  
fungal infection

## FOR SEVERE AND CHRONIC CASES

 **POSATEX**<sup>™</sup>  
ORBIFLOXACIN, MOMETASONE  
FUROATE MONOHYDRATE,  
POSACONAZOLE

NEW!

NOW ONCE-A-DAY POSATEX<sup>™</sup> ADDS  
INCREASED POTENCY TO YOUR  
TREATMENT OPTIONS, WITH  
NOVEL ACTIVE INGREDIENTS:

- **Mometasone Furoate**  
Proven safe and effective  
in Mometamax<sup>®</sup>
- **Orbifloxacin**  
Proven efficacy against bacteria  
associated with canine otitis externa  
including *Pseudomonas aeruginosa*
- **Posaconazole**  
Novel antifungal agent perfect for  
heavy *Malassezia* ears

- Once-a-day treatment can help improve treatment compliance
- Up to 20% of vet-treated dogs are diagnosed with otitis externa, and 1 out of 4 cases are severe or chronic
- One of the reasons dog owners change veterinarians is dissatisfaction with unresolved treatment of otitis externa
- Mometamax<sup>®</sup> and Posatex<sup>™</sup> provide clear once-a-day choices for treatment of otitis externa

**Sound  
Byte**

OTOMAX<sup>®</sup>  
MOMETAMAX<sup>®</sup>  
POSATEX<sup>™</sup>  A WORLD  
OF OTIC  
EXPERIENCE

Once-a-day  
**Mometamax**<sup>®</sup>  
(Gentamicin Sulfate, USP, Mometasone Furoate  
Monohydrate and Clotrimazole, USP, Otic Suspension)

**YOUR ONCE-A-DAY CHOICE  
FOR MILD TO MODERATE  
CASES**

The most prescribed treatment  
for otitis externa with a doctor  
satisfaction rate of 96.6% in  
a clinical impressions survey<sup>1</sup>



**POSATEX**<sup>™</sup>

ORBIFLOXACIN, MOMETASONE  
FUROATE MONOHYDRATE,  
POSACONAZOLE

**NEW!**

**YOUR ONCE-A-DAY CHOICE  
FOR SEVERE AND CHRONIC  
CASES**

Adds the potency of novel  
antifungal agent Posaconazole,  
plus Orbifloxacin in effective  
topical concentrations

# Sound CHECK-OFF & ECHO NOTES Byte

Identify if ISPAH rep has visited the practice recently

**"Doctor, has your Intervet/Schering-Plough Animal Health  
rep discussed their new addition to the ear treatment  
product group recently?"**

If **Yes**: Review understanding and benefits

If **No**: Discuss/Review topics (DSR=Primary contact)

## CONFIDENCE

**"Doctor, the addition of  
Posatex<sup>™</sup> will provide you  
with a complete solution for  
those severe or chronic cases  
of otitis externa."**

## INVITATION

**"Let me share the  
benefits of adding  
Posatex<sup>™</sup> to Mometamax<sup>®</sup>  
in your practice..."**

## ACKNOWLEDGEMENT

**"...So that you can determine  
if this addition would benefit  
your patients, your clients and  
your practice."**

1. Data on file at Intervet/Schering-Plough Animal Health.

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