

# EAR PROBLEMS?

# EAR SOLUTION!



## MAXI/GUARD® Zn 4.5 Otic®

- Clears chronic yeast otitis
- Safe for use with a ruptured tympanum
- Safe and effective for long term maintenance
- Resolves itching
- Calms, clears and restores problem ears
- Very low incidence of stinging
- No antibiotics / steroids
- No interference with allergy testing
- Scent free
- Not oily / greasy

Mendelsohn CL, Griffin CE, Rosenkrantz WS, et al. JAAHA 41:12-21, 2005

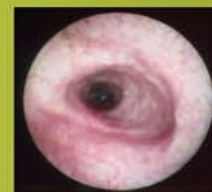
### Inside the Ear Canal ||



**Before  
Cleaning**




**After  
Cleaning**



**After  
Treatment**



OTICDETAIL  
071316

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# MAXI/GUARD<sup>®</sup> Zn<sub>4.5</sub> Otic<sup>®</sup>

Targets problem ears by restoring the integrity of natural defense mechanisms.



Economical 4 oz

Convenient 2 oz

## Safe/Effective Regimen for:

- Yeast Otitis
- Staph Otitis
- Cocker Ears
- Dogs with Swimmer's Ear

### 1. What is Zn<sub>4.5</sub> Otic?

MAXI/GUARD Zn<sub>4.5</sub> Otic is the first water soluble ear maintenance topical offering the essential micronutrient zinc, complexed with two select amino acids, Taurine and L-lysine, in combination with boric acid, a proven anti-Malassezia agent. Zn<sub>4.5</sub> Otic contains no steroids or antibiotics.

### 2. What is unique about Zn<sub>4.5</sub> Otic?

Zn<sub>4.5</sub> Otic's boric acid/complexed zinc formulation helps restore natural defense mechanisms by aiding in the healing of the damaged otic epithelium. By restoring the integrity of the epithelium, secondary infections are resisted and the use of antibiotics and steroids can be reduced. The product can be safely used in situations where the eardrum is ruptured. Zn<sub>4.5</sub> Otic is completely odorless and is not oily or greasy which makes it very compatible for inside pets. The product can also be safely used for long term maintenance.

### 3. On what types of ear problems should I use MAXI/GUARD Zn<sub>4.5</sub> Otic?

Zn<sub>4.5</sub> Otic is not an ear cleanser. Boric acid combined with amino acid complexed zinc, is very effective for Malassezia otitis typically associated with allergic ear disease. It can be used on acute or chronic ears. Zn<sub>4.5</sub> Otic offers these positive benefits: 1) calming pruritic and painful ears for 2-3 days prior to cleansing; 2) home use post-cleaning in dogs affected with otitis externa; and 3) home maintenance. Zn<sub>4.5</sub> Otic is 'First-Line' for fostering healing or returning the micro-environment of the ear to normality. Chronic Pseudomonas ears require powerful antibiotics and steroids, but Zn<sub>4.5</sub> Otic can be used as an adjunct in these situations for restoration in a shorter period of time.

### 4. How do I apply Zn<sub>4.5</sub> Otic?

Instill 5-8 drops once to twice daily into the vertical ear canal, gently massage and then wipe away any excess with a tissue. The ear should be cleansed with a suitable cleanser before a regimen of treatment is started. The attending veterinarian may desire to initially immerse (flood) the ear canal fully in the clinic before sending the product home with the owner.

### 5. Is Zn<sub>4.5</sub> Otic safe?

Yes, Zn<sub>4.5</sub> Otic is a very safe product. Due to the zinc and amino acid utility, this product works well without the extremely low pH or higher concentration of boric acid in other ear care products. Zn<sub>4.5</sub> Otic is one of the few products that can be used in cases where the tympanum is ruptured. In addition, Zn<sub>4.5</sub> Otic will not affect allergy testing results.

### 6. Can Zn<sub>4.5</sub> Otic be used for long term maintenance?

Yes, Zn<sub>4.5</sub> Otic is very effective and safe for long term maintenance. Once the initial problem is resolved, the product can be used 2-3 times per week to prevent future outbreaks. Due to the large number of clients using Zn<sub>4.5</sub> Otic for maintenance, we have recently released a more economical 4 ounce size product offering.

### 7. Can Zn<sub>4.5</sub> Otic be used with cats and exotics?

Yes, we have received feedback from many veterinarians that have found the product to be safe and effective for various problems found in the ears of cats, rabbits, ferrets and other animals.



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