



ETHICAL AGENTS LTD
VETERINARY MARKETING

EA NEWS

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Special points of interest:

* *Merry*

Xmas to all

* Launch of Alpha Ear Cleaner

* Big focus on ear therapy

This Year - A Present!

Every year the staff at EA are effusive in their Christmas greetings to clients, and this year is no exception.

Various graphics of Greg and the reps as Santa and the elves have adorned the front of the newsletter for several Decembers in a row.

This year the greetings are just as warm but, instead of funny staff pictures we actually have a present to the profession, as hinted at in a teaser in our last edition.

Ever since the demise of Leo Ear Cleaner, a massive hit in the otic market, both practitioners and industry have zealously searched for a replacement.

Ethical Agents (the source of veterinary ethicals), in conjunction with Troy Laboratories, have been able to replicate this once famous product.

Apart from the formulation, a big problem has been in the registration, with one of the ingredients necessitating a full ERMA assessment before registration could be granted.

The original was unregistered and disappeared when ACVMG, not unreasonably, decreed that anything that goes inside an ear requires registration.

This has now all been achieved and, in the process, much has been



learnt as to why this particular formulation is so successful.

Read on for more about ears.

Ruptured Tympanum

(From Small animal clinical pharmacology By Jill E. Maddison, Stephen W. Page, David Church)

Ototoxicity is of concern with most commercial otic preparations if the tympanum is ruptured and penetration into the middle ear is possible. In patients with chronic otitis externa it may be difficult to evaluate the

tympanum even under general anaesthesia. However as antimicrobial treatment is the most effective medical therapy for an infected otitis externa (oral antimicrobials do not achieve the same concen-

trations in the ear canal), the risk of ototoxicity has to be balanced against the effect of eliminating the infection. Fortunately, ototoxicity does not occur frequently in small animal practice.

What IS The Best Antibiotic For Ears?

In the laboratory there have been conflicting reports over the efficacy of antibiotics such as polymyxin B and fluoroquinolones, particularly with respect to *Pseudomonas aeruginosa*. However efficacy in the petri dish may not reflect the situation out in the real world.

Having different ear preparations (Aurizon and Dermotic) with both types of antibiotics in its range makes Ethical Agents uniquely, in the commercial world, qualified to comment in an unbiased manner on the issue.

There is a plethora of trials quoted in glossy brochures trying to prove that polymyxin B is better or worse than fluoroquinolones.

The bottom line is that they are all quite effective when measuring MICs in the lab but that is only half the story. The MIC simply tells us the amount of drug we need to deliver; we still have to work out how to get it there. This is the role of pharmacokinetics and is a major reason why oral antibiotic is not extremely efficient in otic therapy.

Polymyxin B is too toxic internally to use parenterally and does not cross the gut barrier to any great extent either. Of the fluoroquinolones marbofloxacin has been the most efficacious orally, much more so than enrofloxacin (which EA does supply in tablet and liquid form), but this use is not registered for marbofloxacin in New Zealand as yet.

Many authors claim that kinetics and even MICs have little relevance in topical use as such a high amount of antibiotic is applied but there is a catch here when considering treating ear canals.

The L shaped ear canal of the dog and cat presents problems and you cannot effectively medicate the

proximal horizontal canal with topicals when exudate is present (Small animal clinical pharmacology. By Jill E. Maddison, Stephen W. Page, David Church). Thus the ear canal still presents an issue with kinetics, which is easier overcome by the noted penetration into purulent material of fluoroquinolones, assisted in no small way in the Aurizon formulation by the fact that it is micronised.

The other catch is that polymyxin B itself is inactivated by purulent material and *Pseudomonas aeruginosa* is noted for causing a foul smelling purulent discharge, to the extent that most authors advocate a thorough cleaning of the ear canal before applying this antibiotic. This is something that is not entirely practical for pet owners.

It is an old cavalry/infantry debate. The cavalry may be as effective in the open as the infantry but there are many places cavalry cannot go and the infantry alone has to be sent in. Fluoroquinolones are not inactivated by pus and so should have higher rate of efficacy in an infected ear than polymyxin B, whatever the comparison in the petri dish.

Confirming this was an interesting paper recently, comparing Aurizon (marbofloxacin, clotrimazole and dexamethasone) with the product



S u r o l a n (polymyxin B, miconazole and prednisolone, thus generically the same as Dermotic). "Both medications were equally well tolerated by dogs, but MCD [Aurizon] was superior in terms of pain relief, decrease in

pus quantity and smell, response rate and investigator's assessment

"The cavalry may be as effective in the open as the infantry but there are many places cavalry cannot go and the infantry alone has to be sent in."

on day 14." (A comparative study of two antimicrobial/anti-inflammatory formulations in the treatment of canine otitis externa, Rougier, Borell, Pheulpin, Woehrlé and Boisramé, Veterinary Dermatology, Volume 16, Issue 5, pages 299–307, October 2005).

It is for this reason that, while both products are very good, we rate Aurizon the gold standard for *Pseudomonas* and/or *Malassezia* infections in the canine ear and classify polymyxin B, miconazole and prednisolone combinations as good, effective middle of the road therapy.



Education

A man is stopped by the police at midnight and asked where he was going.

"I'm on my way to listen to a lecture about the effects of alcohol and drug abuse on the human body."

The policeman asks, "Really? And who is going to give a lecture at this time of night?"

The man replies "My wife."

We Had To Do It



After all it is Christmas therefore the rep team, Greg as Santa, Geof, Jodie, Nagy, Tony, Becky and Vesna as elves in last year's costumes, and our new little Christmas puppy, Robbie, and all the office and warehouse staff wish all our clients and suppliers a very merry Christmas and all the best for the New Year.

Catholic Beer

While shopping in a food store, two nuns happened to pass by the beer cooler. One nun said to the other, "Wouldn't a nice cool beer or two taste wonderful on a hot summer evening?"

Second nun, "Indeed, it would, Sister, but I wouldn't feel comfortable buying beer, as I am certain that it would cause a scene at the check-out counter."

"I can handle that without a problem," the first nun replied, as she picked up a six-pack and headed for the checkout.

The cashier had a surprised look on his face when the two nuns arrived with a six-pack of beer.

"We use beer for washing our hair," the nun said, "a shampoo of sorts, if you will."

Without blinking an eye, the cashier reached under the counter, pulled out a package of pretzel sticks and placed them in the bag with the beer. He then looked the nun straight in the eye, smiled and said, "The curlers are on the house."



So Why The Fuss?

Why is a simple ear cleaner such an important adjunct to the veterinary market? Quite simply it has the most important quality of any veterinary medicine – it works! Most common ear cleaners just do not work.

Excess or impacted cerumen can press against the eardrum and/or occlude the external auditory canal and impair hearing. Excess or impacted cerumen can also trap resistant microbes acting as an infective reservoir. Thus it is important to loosen and remove this impacted cerumen as an aid to otitis externa therapy.

Ceruminolytic products act by softening the cerumen and lubricating the canal, thus facilitating cerumen removal from the ear canal or by disintegrating the cerumen.

Over the years, a large number of agents have been proposed and tested, including tap water, olive oil, hydrogen peroxide, acetic acid, sodium bicarbonate and other products.

None of these agents was found to be effective in totally dissolving the cerumen.

(Oron, Y., *et al.*, Cerumen removal: Comparison of cerumenolytic agents and effect on cognition

among the elderly. Arch. Gerontol. Geriatr. 2010).

This particular formulation (Leo and now Alpha Ear Cleaner) was widely accepted in the market until it became unavailable some years ago with the requirement for registration.

"None of these agents was found to be effective in totally dissolving the cerumen"

Not just older practitioners, but academic experts have bemoaned its loss both here and in Australia.

There was a fascinating paper presented to the dermatology section of Science Week of the Australian College two years ago. A laboratory studied the ceruminolytic effects of all the ear cleaners available here and in Australia. Most were of no value whatsoever, something confirmed by Oron *et al* above, and some actually had a negative value. Ilium Otoclean, a generic of Otocleanse, was one such product. A negative value was interpreted to mean the cleaner not only did not loosen the cerumen but also adsorbed into it, increasing the mass.

work when all else failed?

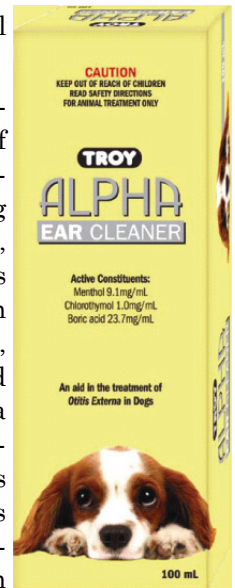
Cerumen protects the skin of the ear canal, assists in cleaning and lubrication, and also provides some protection from bacteria, fungi, insects and water. It is a mixture of viscous secretions from sebaceous glands and less-viscous ones from modified apocrine sweat glands. The primary components of earwax are shed layers of skin, 60% of the earwax consists of keratin, 12–20% saturated and unsaturated long-chain fatty acids, alcohols, squalene and 6–9% cholesterol.

With overproduction of cerumen, as occurs in otitis externa, the idea is first of all to reduce the surface tension of wax and debris by detergent action, creating an environment that allows bacteria and fungi to be readily attacked by antimicrobial agents. A mild debriding action removes dead epithelial cells in the auditory canal and takes care of unpleasant smells. In addition an ideal ceruminolytic ear cleaner must have the ability to soften desquamated keratin to be able to free up the ingredients of cerumen.

Now, thanks to the synergies between Troy Australia and Ethical Agents we have such a cleaner, something the profession has been awaiting for some considerable time.

Alpha Ear Cleaner will also prevent a lot of aural antibiotic use.

That is what the fuss is all about!



One particular formulation Leo, and now Alpha Ear Cleaner showed high efficacy and, in the aftermath talk, there was a lot of complaining that it was no longer available.

So why does this product

The Range

The addition of two new products into the Ethical Agents' range, Alpha Ear Cleaner and Dermotic drops, makes this the only complete range from go to whoa in otitis externa therapy for animals; it covers simple cleaning through to top of the range antibacterial ther-

apy as well as both creams and drops. As befits the source of veterinary ethical products this range is really a one-stop shop for any ear therapist.

Alpha Ear Cleaner to break down wax and clean the ear, Oribiotic,

with its atraumatic nozzle and analgesia for painful cases, Dermotic for a stock standard treatment, Delmycin to dry those waxy ears and also as a true miticide up to the top of the range Aurizon for once a day therapy against both Pseudomonas and Malassezia.

Feature	Product				
	Alpha Ear Cleaner	Dermotic	Delmycin	Oribiotic	Aurizon
Antiseptic	✓	✓	✓	✓	✓✓
Anti-parasitic		✓	✓	?	
Anti-fungal		✓		✓	✓✓
Anti-inflammatory		✓	✓	✓	✓
Drying agents	✓		✓		
Anaesthetic				✓	
Drops	✓	✓	✓		✓
Cream				✓	
Atraumatic nozzle				✓	✓
Transparent nozzle				✓	✓
Once a day dosing					✓



Got Cracked Lips?

The 1832 edition of the American Frugal Housewife said that "nothing was better than earwax to prevent the painful effects result-

ing from a wound by a nail [or] skewer"; and also recommended earwax as a remedy for cracked lips.

Ear Cleaner Myths

When a product enters the common lexicon as the most recommended for its type then becomes unavailable for a long period then it is not surprising a certain mythology starts to abound about the product and its use.

Two myths are prevalent about what was formerly known as Leo Ear Cleaner.

Myth 1: Leo Ear Cleaner was not keratinolytic. This comes from an erroneous insertion in IVS 2002 when Leo Ear Cleaner was marketed as an unregistered product.

Trial work for the registration of Alpha Ear Cleaner showed that this combination of chemicals was in fact mildly keratinolytic and this explains the secret of its success.

60% of earwax consists of keratin, the remainder being 12–20% saturated and unsaturated long-chain fatty acids, alcohols, squalene and 6–9% cholesterol.

Therefore an ideal ceruminolytic ear cleaner must have the ability

"an ideal ceruminolytic ear cleaner must have the ability to soften desquamated keratin"

to soften desquamated keratin to be able to free up the ingredients of cerumen. (Safety Of Alpha Ear Cleaner In 20 Dogs, Final Study Report Report Number: 108SCEC-TROYAS, June 2009, Report For: Troy Laboratories Pty Ltd. SCEC Veterinary Research, Consulting and Management Services)

If not then the "ear cleanser" would most likely be simply absorbed into the mass of earwax, adding to rather than solving the problem. (In vitro ceruminolytic activity of 23 ear cleaners against standardised synthetic canine cerumen: preliminary results. Robson D, Morton D, Burton G & Bassett R Presentation to Dermatology Chapter Australian College of Veterinary Surgeons Science Week 2008.)

Myth 2: Leo Ear Cleaner Formulation. In 2009 at the Companion

Animal Society in Rotorua Mike Shipstone, gave an excellent talk on the therapy of otitis externa. (Mike Shipstone, Otitis Externa: Treatment Proceedings of the Companion Animal Society of the NZVA, Annual Conference June 2009).

As a part of this presentation he, as an avowed advocate of now defunct Leo Ear Cleaner, provided the formulation so practitioners could have it compounded if they so wished. This formulation that he gave out was repeated in the Companion Animal Society Newsletter in a conference report in September 2009. Unfortunately both formulae were wrong, although the Newsletter did have it verbatim as read out during the address.

As well as many of the excipients being incorrect one of the main actives, chlorothymol, was completely missing. Chlorothymol seems to be one of the keys to the success of the product.

The Lie Detector

John was a salesman's delight when it came to any kind of unusual gimmicks. His wife Marsha had long ago given up trying to get him to change.

One day John came home with another one of his unusual purchases. It was a robot that John claimed was actually a lie detector. Later that afternoon Tommy, their 11 year old son, returned home from school over 2 hours late.

"Where have you been? Why are you over 2 hours late getting home?" asked John.

"Several of us went to the library to work on an extra credit project," said Tommy.

The robot walked around the table and slapped Tommy, knocking him completely out of his chair. "Son," said John, "this robot is a lie detector, now tell us where you really were after school."

"We went to Bobby's house and watched a movie." said Tommy.

"What did you watch?" asked Marsha.

"The Ten Commandments," answered Tommy.

The robot went around to Tommy and once again slapped him, knocking him off his chair. With his lip quivering, Tommy got up, sat down and said, "I am sorry I

lied. We really watched a tape called Sex Queen."

"I am ashamed of you son," said John. "When I was your age, I never lied to my parents." The robot walked around to John and delivered a whack that nearly knocked him out of his chair.

Marsha doubled over in laughter, almost in tears and said, "Boy, did you ever ask for that one! You can't be too mad with Tommy. After all, he is your son!"

The robot walked around to Marsha and knocked her out of her chair.

Creams V Drops

Apart from the actual chemical ingredients there are two pharmaceutical forms of ear therapy products, creams and drops. In the human field the market is going more towards drops than creams but that is not necessarily the best in the animal world for various reasons.

With humans there is a propensity for the patient to use devices such as cotton buds in the ear canal, much to the horror of health professionals. The push here is towards removing material from the ear not putting more in.

"Therefore, in veterinary use, there are proponents of both forms of therapy."

Syringing occluded ears, once extremely common, has fallen into disrepute because of a large number of ruptured eardrums with this process. Most reputable clinics now have fine suction machines and suction out material with the aid of an otoscope.

Then drops are prescribed, which do not occlude the canal and so are less likely to stimulate the dreaded

cotton bud use.

In animals the situation may be a little different. First of all the L shape of the ear canal makes it difficult to get the medicine down to the site of infection, and also makes suction a less precise process. A waxy cream with a low melting point allows a bleb to be deposited well down the canal then massaged in as it rapidly melts.

The other great advantage is that many animals vigorously shake the head soon after application and a bleb of wax is much less likely to be dislodged.

Therefore, in veterinary use, there are proponents of both forms of therapy.

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terial therapy as well as both creams and drops. As befits the source of veterinary ethical products this range is really a one-stop shop for any ear therapy.

Alpha Ear Cleaner has the role of cleaning and preparing the ear. As therapy there is the tried and proven Oribiotic (neomycin, bacitracin, nystatin, triamcinolone and lignocaine) as a convenient easy to use cream, mid range drops in the form of Delmycin (neomycin, triamcinolone and pyrethrins) or Dermotic (polymyxin B, miconazole and prednisolone) and the top of the range, once a day treatment, Aurizon drops (marbofloxacin, clotrimazole and dexamethasone).



Burial At Sea

Mick and Paddy had promised their uncle Seamus, who had been a seafaring gent all his life, to bury him at sea when he died.

Of course, in due time, he did pass away and the boys kept their promise.

They set off with Uncle Seamus all stitched up in a burial bag and loaded onto their rowboat. After a while Mick says, 'Do yer tink dis is fer enuff out, Paddy?'

Without a word Paddy slips over the side only to find himself standing in water up to his knees.'

Dis'll never do, Mick. Let's row some more.'

After a bit more rowing Paddy slips over the side again but the water is only up to his belly, so they row on.

Again Mick asks Paddy, 'Do yer tink dis is fer enuff out Paddy?' Once again Paddy slips over the

side and almost immediately says, 'No dis'll neva do.'

The water was only up to his chest. So on they row and row and row and finally Paddy slips over the side and disappears. Quite a bit of time goes by and poor Mick is really getting himself into a state when suddenly Paddy breaks the surface gasping for breath.

'Well is it deep enuff yet, Paddy?'

'Aye'tis, NOW hand me da shovel.'



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At EA, we have a long 45-year history of bringing unique Research and Development products from all over the world, making them Vet only and helping practices survive, prosper and improve patient outcomes. Products and ranges such as Vetkem, Pitman More live vaccines, Trigen, Calol, Propalin – to name but a few.

EA is not just another distributor, or a wholesaler. We are actually a unique organisation that has evolved over the past decades in special partnership with practices nationwide.

We are suppliers to the wholesalers; we are 'The Source' for New Zealand of the Ethicals we market. Our standards are high; our decisions, and direction of resources reflect who we are. We are humble and appreciative in our dealings and pride ourselves in our efficient, effective systems. In short, we intend to be where no other company is in New Zealand. We have a passion to be the best.

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And Now:



Perspective

A young woman was about to finish her first year of university. Like so many others her age, she considered herself to be very labour minded, and she was very much in favour of higher taxes to support more government programs – in other words, the redistribution of wealth.

She was deeply ashamed that her father was a rather staunch blue-ribbon capitalist, a feeling she openly expressed. Based on the lectures that she had attended, and the occasional chat with a professor, she felt that her father had for years harboured an evil, selfish desire to keep what he thought should be his.

One day she was challenging her father on his opposition to higher taxes on the rich and the need for more government programmes.

The self-professed objectivity pro-

claimed by her professors had to be the truth, and she indicated so to her father. He responded by asking how she was doing at university.

Taken aback, she answered rather haughtily that she had a 90% average, and let him know that it was tough to maintain, insisting that she was taking a very difficult course load and was constantly studying, which left her no time to go out and party like other people she knew. She didn't even have time for a boyfriend, and didn't really have many university friends because she spent all her time studying.

Her father listened and then asked, "How is your friend Audrey doing?" She replied, "Audrey is barely getting by. All she takes are easy classes, she never studies and she barely has a 50% average. She is so popular on campus; university for her is a blast. She's always in-

vited to all the parties, and lots of times she doesn't even show up for classes because she's too hung over."

Her wise father asked his daughter, "Why don't you go to the Dean's office and ask him to deduct 20% off your average and give it to your friend who only has 50%. That way you will both have a 70% average, and certainly that would be fair and equal."

The daughter, visibly shocked by her father's suggestion, angrily fired back, "That's a crazy idea, how would that be fair! I've worked really hard for my grades! I've invested a lot of time, and a lot of hard work! Audrey has done next to nothing toward her degree. She played while I worked my tail off!"

The father slowly smiled, winked and said gently, "Welcome to my side of the fence."