

CAMEO[®] Otic Ointment

A once-a-week product to promote ear health in dogs.



THE YEAR-ROUND **SOLUTION**
FOR MAINTAINING **HEALTHY EARS**



A NEW CATEGORY

in Canine Ear Health Management

Unresolved or recurring problems in pets can leave pet owners feeling frustrated and unsatisfied with the solutions being offered, which may even make them more likely to search for another option for their pet's care. For many dogs, this circumstance is related to year-round ear health. Until now, regular, frequent cleaning – which can be messy, time consuming and trying for both the pet owner and the dog – was the only practice available to recommend for patients with high-maintenance ear requirements. But now, with the introduction of CAMEO® Otic – a product designed to proactively maintain year-round ear health – you can offer a viable solution for even the most difficult patients. ***CAMEO Otic helps maintain a healthy ear environment that is a convenience for both the pet owner and the veterinarian!***



The most commonly reported reactions at the administration site are ear redness and minimal swelling. CAMEO Otic is not intended for use in dogs with ruptured ear drums or for use in cats as specific safety studies have not been conducted.

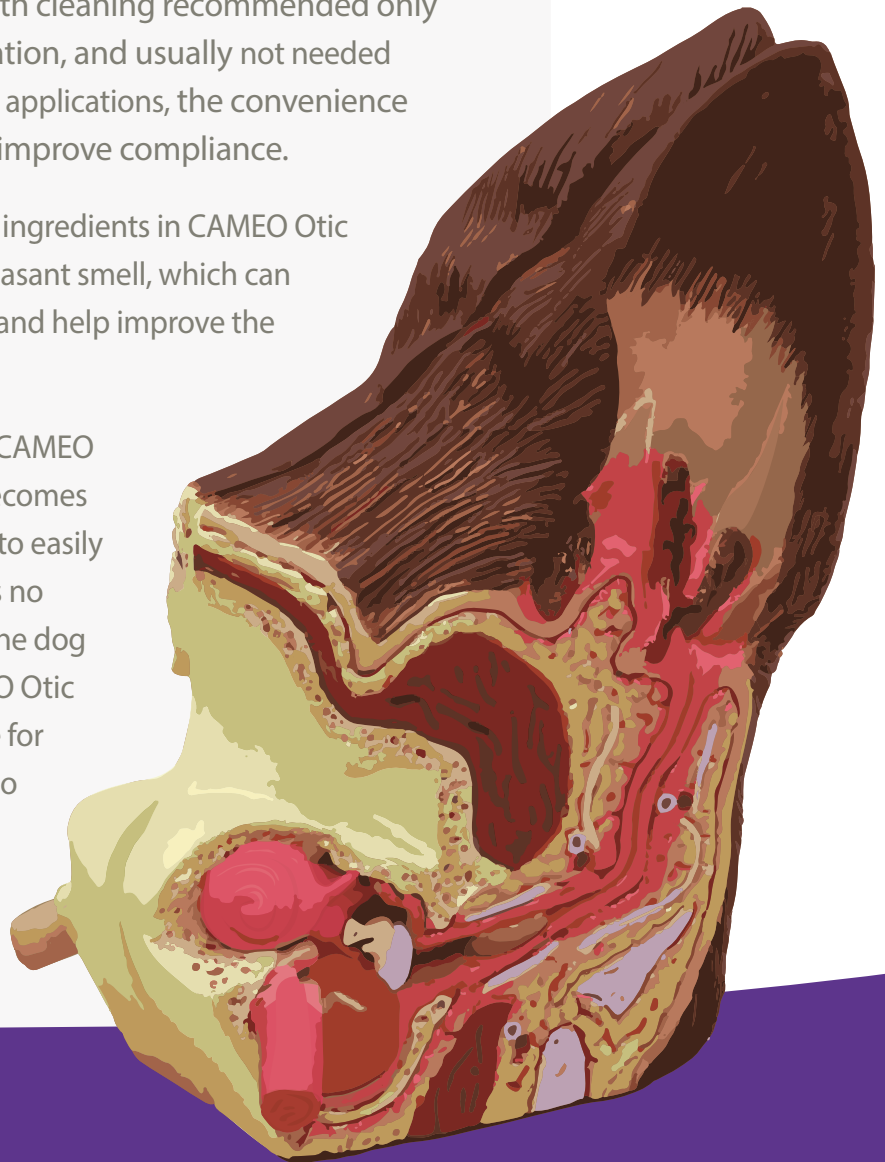
CAMEO[®] OTIC:

Formulated for convenience and improved compliance

CAMEO[®] Otic is a proprietary blend of all-natural, botanical extracts formulated to maintain a healthy ear environment. It is administered just once a week for increased compliance, which makes it the ideal product to use not just during peak allergy season, but also year-round.

Additionally, CAMEO Otic:

- 1** Improves compliance: With cleaning recommended only prior to the initial application, and usually not needed before subsequent weekly applications, the convenience of CAMEO Otic can help improve compliance.
- 2** Eliminates “stinky ear”: The ingredients in CAMEO Otic give the formula a very pleasant smell, which can help minimize “stinky ear” and help improve the human/animal bond.
- 3** Makes application simple: CAMEO Otic is an ointment that becomes fluid at body temperature to easily coat the ear canal. It leaves no messy, greasy residue on the dog or on furniture, and CAMEO Otic comes in a single-use tube for easy and flexible dosing. No messy drops to count!



PEER

Testimonials

Veterinarian and pet owner testimonials show how **CAMEO Otic** is changing the way veterinarians manage ear health in dogs with recurring ear concerns:

"This product is so successful that his ears are fixed. This will be my first product for clients with ear issues!"

– **Dr. Delores Gockowski,**
DVM, North Ridge Veterinary Service;
Sturgeon Lake, MN

"We have been using CAMEO for a little over a year now with great success. I had heard about CAMEO from another veterinarian, but at first I was a little suspicious, thinking what they said was too good to be true. We decided to try it on some of our dogs with chronic, reoccurring ear issues; especially those dogs that we know have underlying allergies. Ears stay clean with weekly CAMEO in the majority of patients without additional cleaning. We have also had luck in those patients that have negative cytologies, and itchy ears. The CAMEO seems to be very soothing to the dogs ears even if they are irritated."

– **Dr. Rex Bailey,**
Michigan City Animal Hospital;
Michigan City, IN

CLIENT

Testimonials

Veterinarian and pet owner testimonials show how **CAMEO Otic** is changing the way veterinarians manage ear health in dogs with recurring ear concerns:

"My 2-year old pit bull Nate has ears that have always given him trouble, even after fine-tuning his diet over a period of two years. Before using CAMEO, we tried a pulse-therapy with another product for a while: treating for 7 days and taking up to 14 days off. However he would inevitably start shaking and scratching again at the 14-day mark. And I knew this wasn't a viable, long-term solution. Since I have been using CAMEO, I have not needed another product. I have tapered the use down to a maintenance regimen... I also like the scent! Nate is very thankful for CAMEO Otic!"

– **Donna B., Pet Owner**

"I have Babee, he is a pit bull who has ear issues all the time. I use the CAMEO once a week, and sometimes can even go 2 weeks in between applications. His ears don't smell, he doesn't itch them and no more head shaking. It's great!"

– **Deena R., Pet Owner**

PRODUCT

Label Information

CAMEO® Otic is a semi-solid ointment at room temperature that becomes fluid when dosed to thoroughly coat the external ear canal.

Ingredients: Colloidal Silicon Dioxide, Isopropyl Myristate, Lanolin, Mineral Oil, Vitamin E, White Petrolatum, and a Proprietary Blend Comprised of Cassia Bark, Clove Bud, Eucalyptus, Origanum and Fragrance.

Available size: 8 x 2.5 g tubes

Uses: CAMEO® Otic is formulated to help maintain a healthy ear environment in dogs.

Directions for Use: The external ear should be thoroughly cleaned and dried before treatment. Remove foreign material, debris-crusts exudates, etc. with suitable nonirritating solutions. When dispensed from the tube, the product is a viscous ointment at room temperature that becomes fluid at body temperature (about 37°C) to easily apply and coat the external ear canal.

Apply the contents of the tube until the ear canal is filled. Massage the base of the ear to ensure appropriate distribution of the ointment. Allow dog to shake head. Clean excess ointment with cotton ball. Apply once every 5-7 days as needed. See illustrations on inside box cover for more detail.

Precautions for Use: For external use only in dogs with intact eardrums. Do not use in cats.

Read directions carefully prior to use.

For Veterinary Use Only

Not for Human Use

KEEP OUT OF REACH OF CHILDREN AND ANIMALS

Store at Controlled Room Temperature and Protect From Heat:
20–25°C (68–77°F)

Patent Pending

Tubes not for individual sale

PRN® Pharmacal, an employee-owned company, has been dedicated to developing specialized therapeutics that address the unmet, underserved and overlooked needs of the veterinary medicine community since 1978. Our commitment: quality solutions – as needed, when needed.



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