

Our ear cleaners have been reborn with...

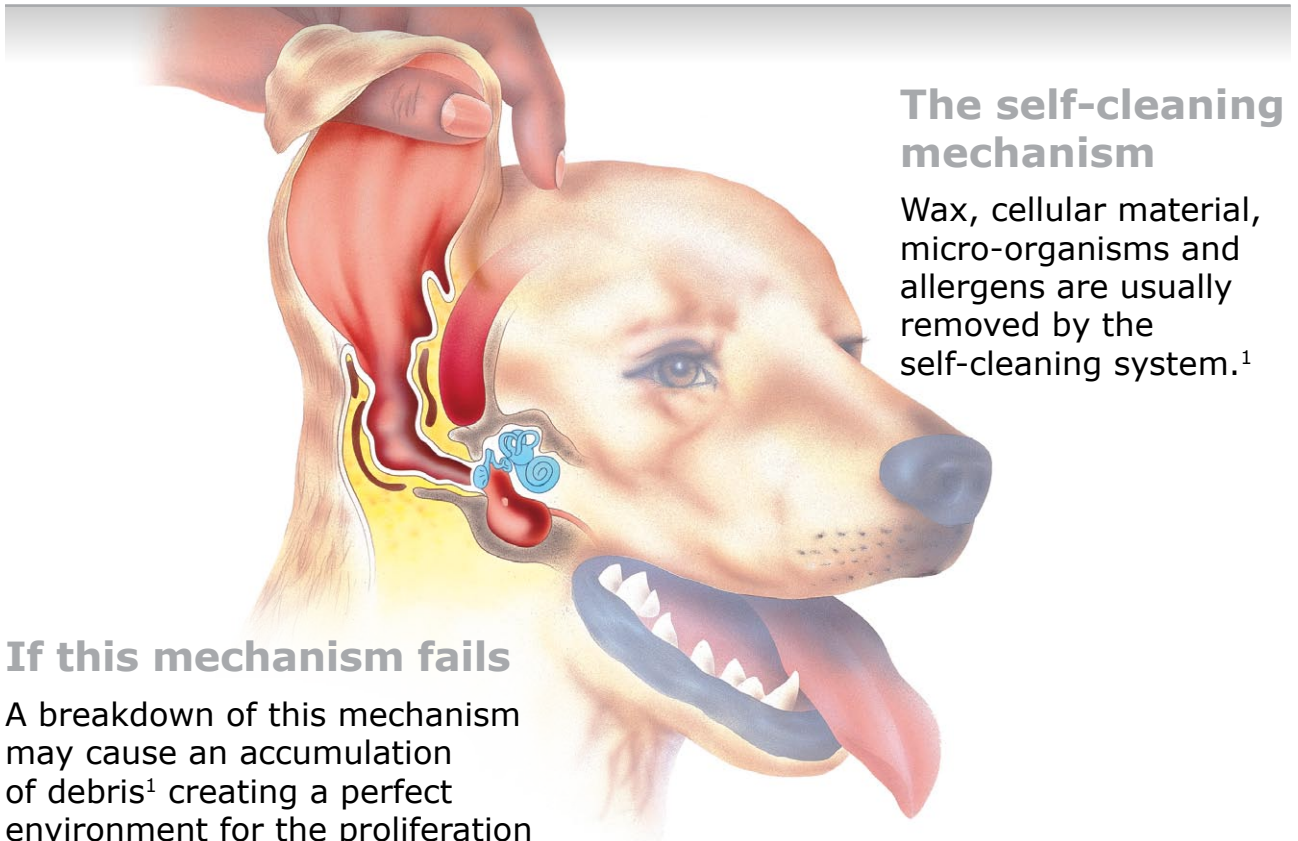


...a brand new name and a fresh new look

CleanAural®

the new name for SPECICARE ear cleaners

Why is ear cleaning necessary?



The self-cleaning mechanism

Wax, cellular material, micro-organisms and allergens are usually removed by the self-cleaning system.¹

If this mechanism fails

A breakdown of this mechanism may cause an accumulation of debris¹ creating a perfect environment for the proliferation of bacteria and yeasts.

Which dogs benefit from regular ear cleaning?



Allergic otitis



Excess wax

In dogs with excessively waxy ears, eg. as a result of allergic otitis or anatomical features such as pendulous ears.²

Dogs with a keratinisation defect, or maceration of the skin of the ear caused by swimming or bathing.²



Keratinisation defect



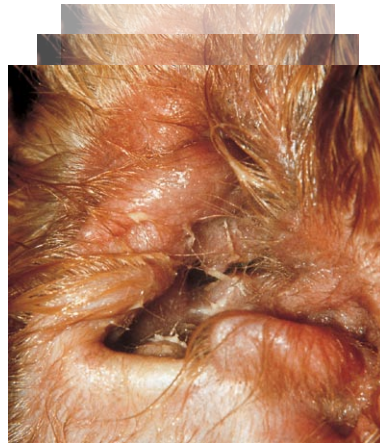
Swimming

CleanAural®

Cleaning is important in management¹



Acute otitis externa



Recurrent otitis externa



Chronic otitis externa

Management of ear conditions

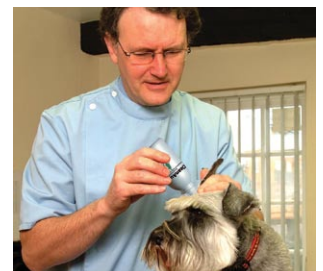
In cases of otitis externa it makes sense to remove excessive wax and debris before administering a therapeutic product² like Canaural[®].

Keeping their ears clean

Many vets make regular use of ear cleaners in animals under anaesthetic³ and in the consulting room.



In surgery



In the consulting room



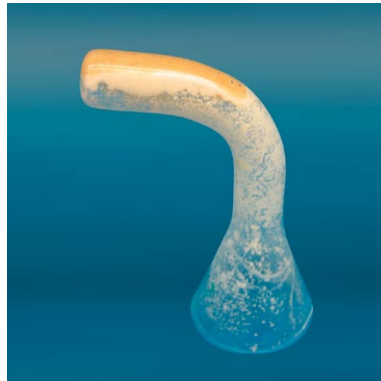
When the self-cleaning mechanism fails, regular cleaning is recommended. Regular ear cleaning by the owner can remove accumulated debris and reduce the microbial load.⁴

CleanAural[®]

Why CleanAural®?



Water



Acidic ear cleaner



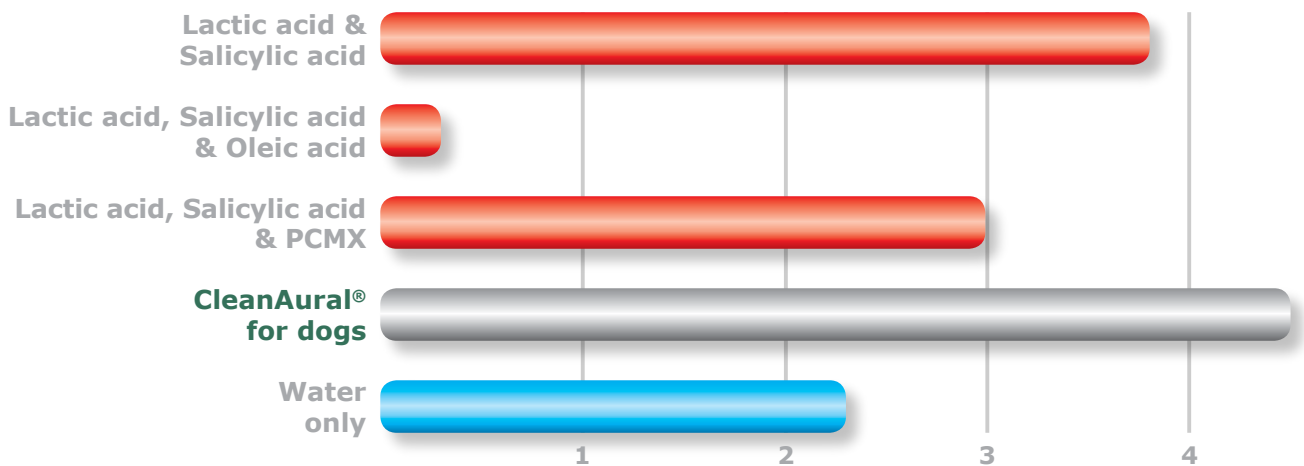
CleanAural®

A new study from Bristol University¹

Canine ear wax was analysed and a model cerumen formulated. Testing the efficacy of a range of ear cleaners with a model cerumen showed:

CleanAural® was extremely effective at removing wax

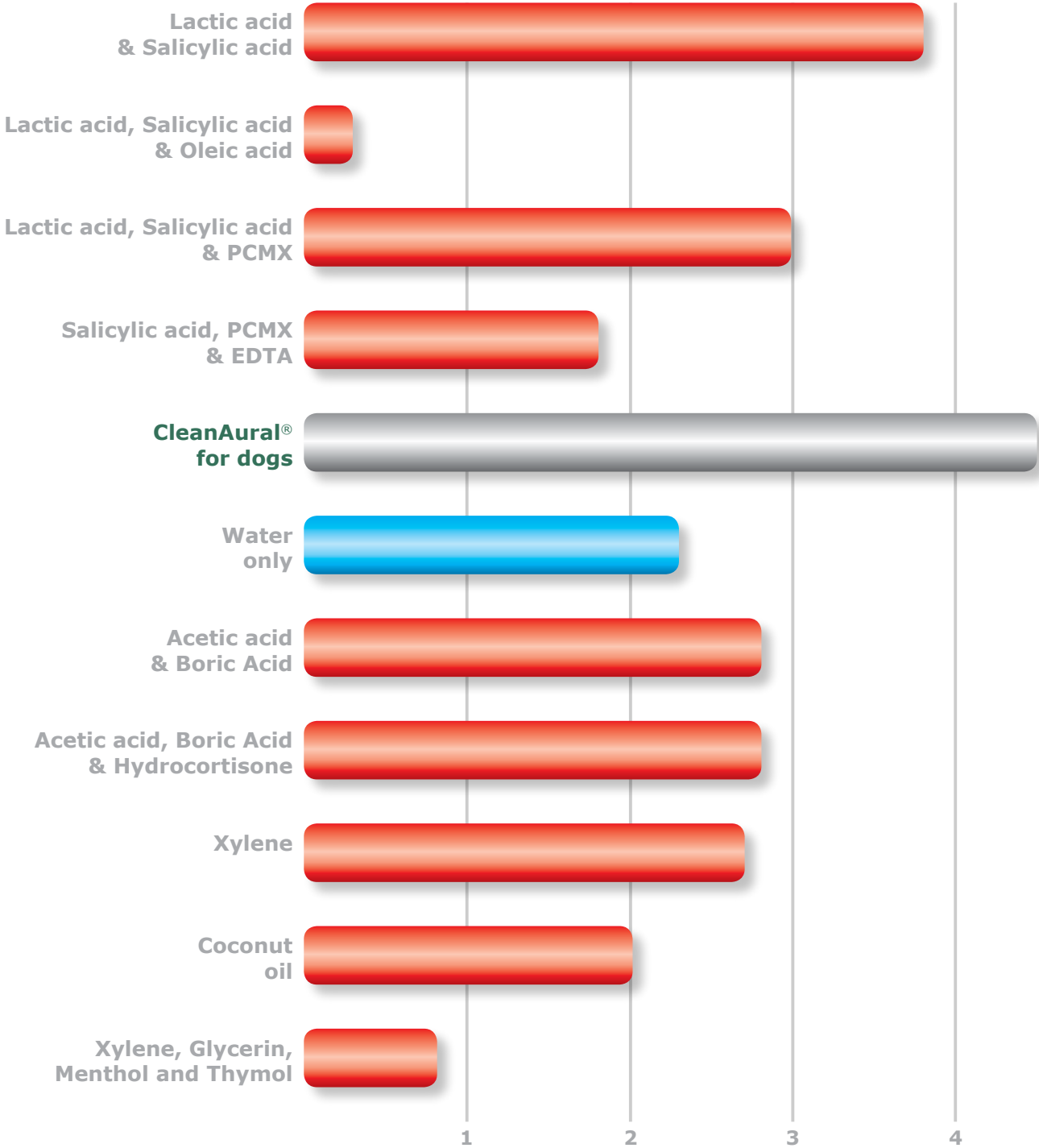
Assessment of cleaning efficiency¹



CleanAural®

Why CleanAural®?

Assessment of cleaning efficiency



CleanAural®

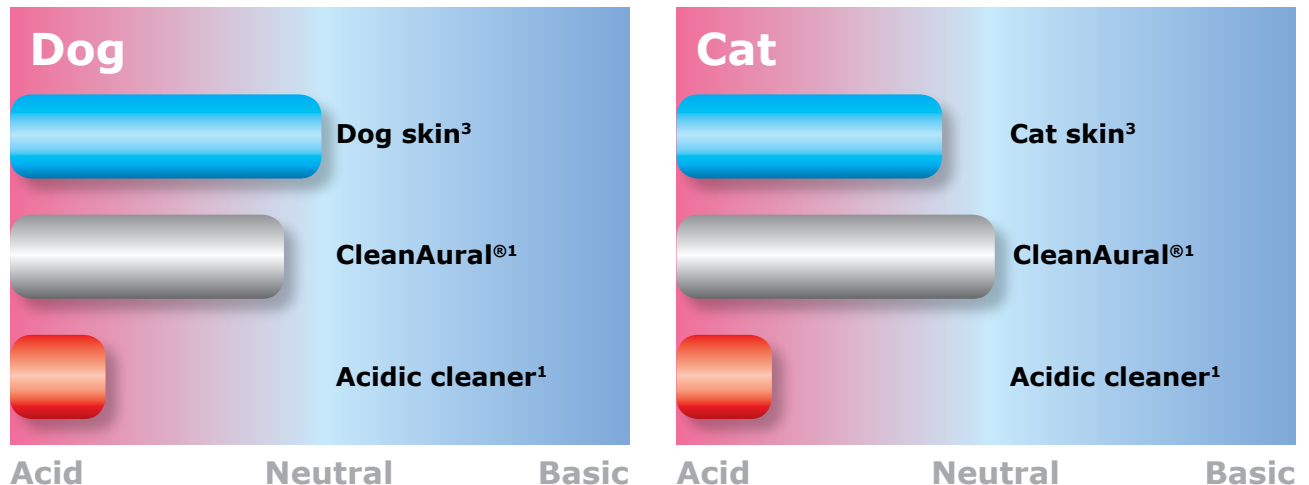
Why CleanAural®?

pH compatible with skin

CleanAural® is pH balanced for compatibility with the skin.¹

Acidic ear cleaners may compromise the performance of certain antimicrobials.²

pH of ear cleaners



Gentle on ears



Soft flexible nozzle

CleanAural® contains emollients and moisturisers.

There are no keratolytics or keratoplastics in CleanAural®.

The nozzle is soft and flexible for safer administration.

CleanAural®

CleanAural - proven efficacy¹, even more gentle

No-sting, anti-microbial compatible ear cleaners ideal for regular use in:

- ears producing excess wax, especially in allergic otitis
- breeds anatomically predisposed to recurrent otitis
- surgery and consulting room
- acute, recurrent & chronic otitis externa
- association with **Canaural**[®]



CleanAural[®]

Open your eyes to CleanOcular™

A sterile isotonic solution which:

- has a neutral pH
- does not irritate mucosa
- cleanses, disinfects and soothes

An ideal solution for:

- routine cleaning of the area around the eye
- dissolving dried flux and removing tear stains
- supporting medical treatment of eye infection



CleanOcular™

the new name for SPECICARE® eye bath

An offer that will make your ears prick up!



Simply purchase:

12 x 100 ml
CleanAural® for dogs

+

12 x 50 ml
CleanAural® for cats

+

12 X 100 ml
CleanOcular™ for cats and dogs

and you'll get a display stand absolutely FREE!



CleanAural®