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ELANCO'S OSURNIA® ADDRESSES KEY CHALLENGES OF TREATING OTITIS EXTERNA*

At the 2018 European Veterinary Dermatology Congress, co-organized by ESVD ECVD, Elanco Animal Health Incorporated (NYSE:ELAN) conducted a survey to identify the challenges and needs of veterinarians when treating otitis externa in dogs.

We found that the key challenge when treating otitis externa is getting the pet owner fully on board. 81% of the respondents stated that pet owners either cannot or do not follow their treatment recommendations and even 89% of the respondents said it is a challenge to educate pet owners properly about otitis externa.

How does Osrurnia® help to address these challenges?

“On the one hand, Osrurnia® treats otitis with just 2 doses and it helps the veterinarian to be in full control of the otitis externa treatment, because Osrurnia® is administered directly in the clinic”, Dr. Daniela Rudowitz, Global Marketing Manager Dermatology at Elanco Animal Health says. “This control is important for 9 out of 10 veterinarians.”

“However, at least as important for the respondents is the unique gel formulation of Osrurnia®, Rudowitz continues. More than 90% of the veterinarians confirm that Osrurnia®'s adaptable gel formulation, which penetrates deep and adheres to the entire ear canal, makes them feel assured that their treatment is working.

Rudowitz adds to this: “Osrurnia®'s gel formulation is uniquely designed to increase contact time at the infection site. This is an important attribute for veterinarians.”

Therefore, it doesn't come by surprise that 97% of the respondents would recommend Osrurnia® to their colleague.

When asked how Osrurnia® has changed the way otitis externa is treated today, this is what veterinarians said:

“Osrurnia changed a lot. It is a great medicine.” (ECVD Resident from Spain)

“Markedly improved pet's quality of life” (ACVD Diplomat from the US)

“It is very easy to apply and the owner is much more happy.” (Veterinarian from Italy)

“It allows a much better observance” (French Veterinarian)

Elanco continues to be committed to bring innovations to the market to help animals live healthy lives, and to address pet owners' and veterinarians' needs.

* Osrurnia® is indicated for the treatment of otitis externa in dogs associated with susceptible strains of bacteria (*Staphylococcus pseudintermedius*) and yeast (*Malassezia pachydermatis*).

Elanco Survey among 71 delegates attending ESVD-ECVD Annual Congress 2018

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About Elanco Animal Health

Elanco (NYSE: ELAN) is a global animal health company that develops products and knowledge services to prevent and treat disease in food animals and pets in more than 90 countries. With a 64-year heritage, we rigorously innovate to improve the health of animals and benefit our customers, while fostering an inclusive, cause-driven culture for more than 5,800 employees. At Elanco, we're driven by our vision of food and companionship enriching life – all to advance the health of animals, people and the planet. Learn more at www.elanco.com.