



Elanco Animal Health

2500 Innovation Way
Greenfield, IN 46140

Media Contact:
Tina Gaines, 317-213-0754
tgaines@elanco.com

FOR IMMEDIATE RELEASE

**Elanco Animal Health launches
Osurnia[®] (florfenicol/terbinafine/betamethasone acetate),
a new, two-dose otitis externa treatment for dogs**

Greenfield, Ind. (August 5, 2015) – Today Elanco Animal Health, a subsidiary of Eli Lilly & Co. (NYSE: LLY), announced the launch of OSURNIA, a treatment for canine otitis externa*. An estimated one in 5 dogs will experience the discomfort of otitis externa¹ – an inflammation of the ear canal that is often accompanied by ear pain, itchy ears, a strong odor and muffled hearing.² Otitis externa is the second most common canine veterinary diagnosis in the U.S.³ and owner compliance is the biggest issue veterinarians face when treating these affected dogs.¹

OSURNIA has the potential to help improve compliance in treating canine otitis externa, due to its convenient gel formulation and administration schedule that calls for two doses, one week apart. Canine otitis externa has a recurrence rate of 50 to 60 percent, and pet owners can become frustrated as they see their dog experiencing repeated pain and discomfort.¹

“Pet owner compliance is one of the biggest challenges veterinarians face when treating otitis externa in dogs,” says Dr. Wayne Rosenkrantz, DVM, ACVD, from the Animal Dermatology Clinic, Tustin, CA. “With OSURNIA, the innovation of an effective treatment administered in just two doses is much more convenient for pet owners and will increase the likelihood that they will complete the entire treatment program.”

OSURNIA is administered in a pre-measured, easy-to-use single-dose tube with a flexible, soft tip that is meant to be gentle on a dog’s ears. Osurnia is an adaptable gel⁴, not a liquid or ointment. The gel formulation squeezes out of the tube and spreads easily with gentle massage⁴. The two-dose treatment regimen is administered seven days apart, which can help increase compliance through convenience.¹

Veterinarians interested in OSURNIA should talk to their Elanco sales representative or call 1-877-352-6261 for information.

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

IMPORTANT SAFETY INFORMATION

OSURNIA (florfenicol/terbinafine/betamethasone acetate) is for otic use only under veterinary supervision. Do not use on dogs with known tympanic perforation or a hypersensitivity to florfenicol, terbinafine or corticosteroids. Adverse reactions observed during clinical trials include vomiting, increased liver enzymes and transient loss of hearing. Please see attached product insert for full prescribing information.

ABOUT ELANCO PRODUCTS

Osumnia joins Elanco's broad portfolio of products including Atopica[®] (Cyclosporine capsules, USP) MODIFIED, Atopica[®] for Cats (cyclosporine oral solution, USP) MODIFIED, Fresvio[®] and Surolan[®] (miconazole nitrate, polymyxin B sulfate, prednisolone acetate).

ABOUT ELANCO

Elanco provides comprehensive products and knowledge services to improve animal health and food-animal production in more than 70 countries around the world. We value innovation, both in scientific research and daily operations, and strive to cultivate a collaborative work environment for nearly 7,000 employees worldwide. Together with our customers, we are committed to raising awareness about global food security, and celebrating and supporting the human-animal bond. Founded in 1954, Elanco is a division of Eli Lilly and Company. Our worldwide headquarters and research facilities are located in Greenfield, Indiana. Visit us at Elanco.com.

SOURCES

1. *Kadence: Gauging Interest in a New OE Treatment*, Quantitative Results, September 2013
2. AVCS Otitis Media <https://www.acvs.org/small-animal/otitis-externa> (accessed 7/1/15)
3. VPI's press release: <http://press.petinsurance.com/pressroom/448.aspx> (4/14/15)
4. Elanco data on file