



**CIPRO<sup>®</sup>HC** | ciprofloxacin HCl  
**OTIC** | and hydrocortisone  
otic suspension

**What a difference a day makes.**

[www.ciprohc.com](http://www.ciprohc.com)

**YOU DON'T WANT  
19 EXTRA HOURS OF THIS.**



**OR OF OTITIS EXTERNA.**

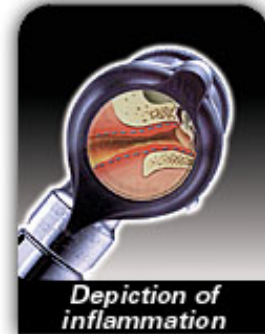
**CIPRO<sup>®</sup> HC Otic Ends The Pain 19 Hours Sooner.†**

## The potent antibacterial activity of ciprofloxacin

- Highly effective against *Pseudomonas aeruginosa*
- Highly effective against *Staphylococcus aureus*\*
- **Cipro<sup>®</sup> HC Otic** is safe for kids 1 year and older.

**CIPRO** is a registered trademark of Bayer AG.  
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\*Bacterial response (eradication) against *Staphylococcus aureus* in a controlled, nonblinded, multicenter trial: 88.9%.



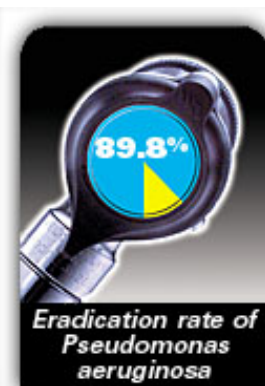
## The proven anti-inflammatory relief of hydrocortisone

- Includes proven steroid to reduce inflammation
- Inflammation triggers redness, heat, swelling, and pain



## Combination Strength Delivers Results

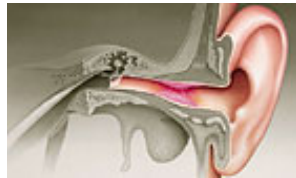
- Clinical success rate in the treatment of acute otitis externa: 90.1% \*\*
- Eradication rate against *Pseudomonas aeruginosa*: 89.8%
- Neomycin-free - no reports of ototoxicity
- Shorter course to total pain relief<sup>1</sup>



\*\*Clinical success defined as resolution and improvement in a controlled, nonblinded, multicenter U.S. trial comparing **Cipro® HC Otic** with a polymyxin B-neomycin-hydrocortisone combination in patients with acute otitis externa.

## What a difference a day makes with **Cipro® HC Otic**

- The first and only fluoroquinolone/steroid combination for otitis externa
- The potent antibacterial activity of Ciprofloxacin
- Fewer drops to total pain relief
- Neomycin-free
- Safe for patients 1 year of age and older
- Convenient **3•2•7** dosing regimen:  
**3 drops, 2 times/day for 7 days**



**Otitis Externa**  
(Cross-section view)

1. Pistorius B, Westberry K, Drehobl M, et.al. Prospective, randomized, comparative trial of ciprofloxacin otic drops, with or without hydrocortisone, vs. polymyxin B-neomycin-hydrocortisone otic suspension in the treatment of acute diffuse otitis externa. *Infect Dis in Clin Pract.* 1999;8:387-395.

- [Cipro® HC Otic Prescribing Information](#)
- [Cipro® HC Otic Comparative Information](#)
- [Frequently Asked Questions / Contact Us](#)

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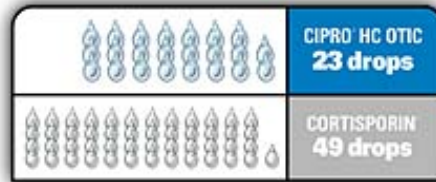


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**Comparative Information**

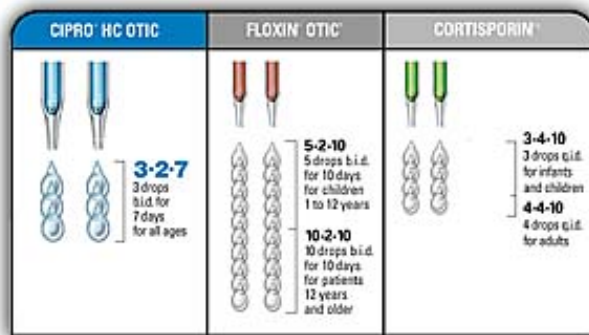
**Fewer Drops to Total Pain Relief\***

**Half the number of drops as CORTISPORIN\*\***



\*Number of drops dosed to achieve median end of pain.

\*\*CORTISPORIN is a registered trademark of Burroughs Wellcome Co.



**Simplified Dosing the 3•2•7 Way**  
**3 drops, 2 times/day for 7 days**

FLOXIN is a registered trademark of Johnson & Johnson.

## Comfortable Therapy - pH Adjusted for Comfort

Most frequently reported adverse events:  
headache (1.2%) and pruritus (0.4%)

**Cipro<sup>®</sup> HC Otic** should be discontinued at the first appearance of a skin rash or any other sign of hypersensitivity. **Cipro<sup>®</sup> HC Otic** should not be used in patients with pressure equalization tubes.

**Cipro<sup>®</sup> HC Otic** is contraindicated in persons with a history of hypersensitivity to hydrocortisone, ciprofloxacin, or any other member of the quinolone class of antimicrobial agents.

This nonsterile product should be used only if the tympanic membrane is intact. **Cipro<sup>®</sup> HC Otic** should not be used in viral infections of the external ear canal including varicella and herpes simplex infections.

If the infection is not improved after one week of therapy, cultures should be obtained to guide further treatment.

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[Cipro<sup>®</sup> HC Otic Prescribing Information](#)

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## Frequently asked questions...

-  [What are the symptoms of otitis externa \(swimmer's ear\)?](#)
-  [How can otitis externa \(swimmer's ear\) be prevented?](#)
-  [What are the benefits of using a steroid along with an antibiotic?](#)
-  [How do you use CIPRO<sup>®</sup> HC Otic?](#)
-  [Is CIPRO<sup>®</sup> HC Otic safe for children?](#)
-  [Does CIPRO<sup>®</sup> HC Otic have any potential side effects?](#)
  
-  [CONTACT US](#)

## Answers to frequently asked questions...

-  **What are the symptoms of otitis externa (swimmer's ear)?**

Otitis Externa (swimmer's ear) is the inflammation and infection of the cartilaginous portion of the external auditory canal. Common symptoms are pain (otalgia), itching, tenderness, loss of hearing and purulent drainage.
-  **How can otitis externa (swimmer's ear) be prevented?**

To prevent otitis externa, the ear canal should be dried after swimming or bathing. Bacteria and fungi are less likely to flourish and infect the ear if the environment is dry. Furthermore, do not place any foreign object into the ear canal. A tear in the skin can create an ideal condition for bacteria and fungi growth.
-  **What are the benefits of using a steroid along with an antibiotic?**

**Cipro<sup>®</sup> HC Otic** contains a corticosteroid, hydrocortisone, which is used to relieve inflammation associated with infection or injury. When **Cipro<sup>®</sup> HC Otic** is administered, the hydrocortisone in the formulation interacts with the cells involved in the inflammatory response, preventing vasodilation, increasing permeability and recruiting white blood cells to the inflamed area. These interactions suppress the inflammatory response and reduce the redness, swelling, heat, pain and hearing loss caused by infection in the ear canal. This, along with the effectiveness of **Ciprofloxacin** against a wide spectrum of gram-positive and gram-negative bacteria, makes **Cipro<sup>®</sup> HC Otic** an excellent choice for treating otitis externa.



 **How do you use CIPRO® HC Otic?**

- 1) Hold bottle of **Cipro® HC Otic** between hands to warm suspension.
  
- 2) Have the patient lie on his or her side with infected ear facing upward.
  
- 3) Shake bottle well immediately before using. Then, position the filled dropper directly above the entrance to the ear canal, squeeze 3 drops into the ear.
  
- 4) Patient should remain on his or her side for 30 - 60 seconds to facilitate the penetration of drops into the ear. Repeat, if necessary, for opposite ear.
  
- 5) **Cipro® HC Otic** offers convenient dosing, the **3-2-7** way (**3 drops, 2 times/day for 7 days**).

 **Is CIPRO® HC Otic safe for children?**

**Cipro® HC Otic** is approved for adults and kids, one year and older.

 **Does CIPRO® HC Otic have any potential side effects?**

A very small percentage of patients treated with **Cipro® HC Otic** experience headache (1.2%) or itching (.4%). If you have sensitivity to either ciprofloxacin or hydrocortisone - or if you have ear tubes or perforated eardrum - tell your doctor. You should also notify your doctor if symptoms do not improve in 7- 10 days or if you believe you are experiencing side effects.

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