

Treating ear problem [sic] is as easy as 1 2 3 / Burroughs Wellcome & Co. (Pakistan) Ltd.

Contributors

Burroughs Wellcome and Company (Pakistan)

Publication/Creation

Karachi : Burroughs Wellcome & Co. (Pakistan), [1957?]

Persistent URL

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Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

**treating
ear
problem
is as
easy
as**

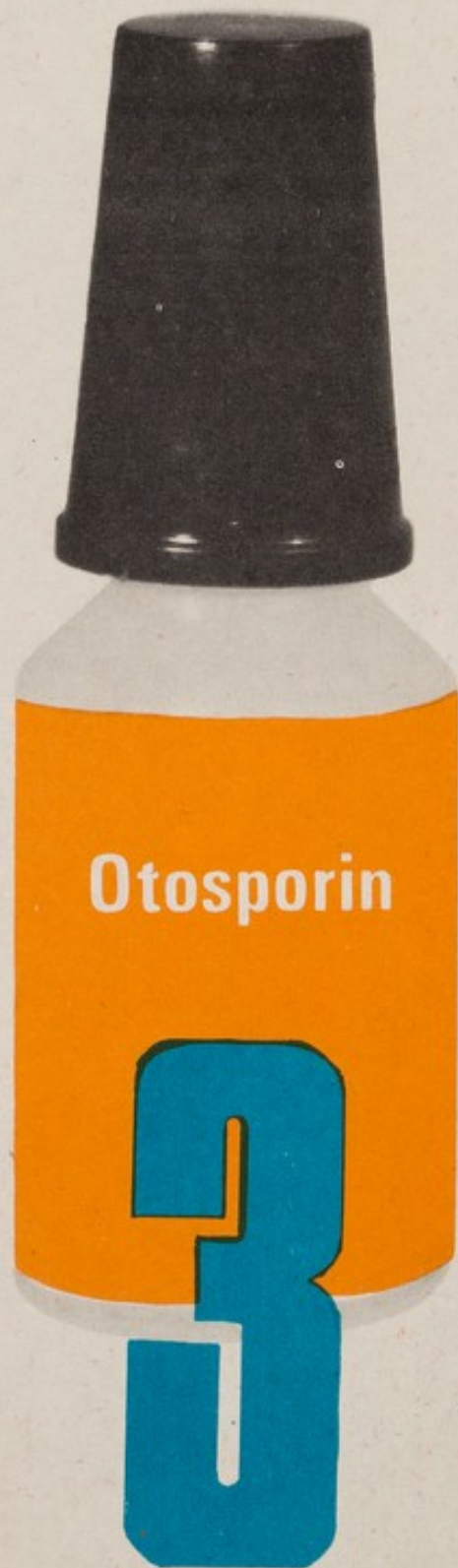
**for infected
'wet' ears**



for infected
painful ears



for infected, inflamed &
itching ears



Otosporin[®] EAR DROPS

... **Bactericidal** to most organism affecting the ear including *Pseudomonas pyocyanea* and *Staphylococcus* and *Streptococci*

... **Anti-inflammatory** action relieves discomforts of inflammation due to infection, allergy, trauma or other agents

... **Antipruritic** action breaks the vicious circle of irritation—scratching—infection—irritation

... **Acidic** property of the drop encourages restoration of normal aural epidermis

... **Rapid spread** to contiguous skin surfaces is assured because of low surface tension of the drop.

... **Rarely sensitises**—safe for prolonged or repeated use

Indications

- Acute and chronic otitis externa, chronic otitis media due to or complicated by, organisms susceptible to Polymyxin B or Neomycin (this range covers most bacterial pathogens occurring in the ear canal)
- Otitis externa of allergic aetiology, or caused by dermatoses responsive to hydrocortisone therapy
- As an adjunct to local treatment of cavities after mastoidectomy and fenestration

Formula

Each ml. contains :

Polymyxin B Sulphate (AEROSPORIN)	10,000 Units
Neomycin Sulphate	5 mg.
Hydrocortisone (free alcohol)	10 mg. (1%)

Bottles of 5 ml. with dropper

Application

After preliminary cleansing of the external ear canal 3 or 4 drops for adults and 2 or 3 drops for children are instilled, 3 or 4 times daily or more frequently as required. If preferred, a gauze or cotton wick placed in the canal or cavity may be saturated with the drops and kept moist by the addition of more, as required.

Lidosporin[®] EAR DROPS

- **Bactericidal** to most organisms affecting the ear including *Pseudomonas pyocyanea*
- **Broad bacterial cover** Propylene glycol in the concentration present in 'Aerosporin' widens the antimicrobial spectrum, including gram-positive organisms such as *Staphylococci* and *Streptococci*
- **Analgesic**—provides prompt and safe relief from pain and itching often associated with otitis
- **Hygroscopic** property of the drop tends to absorb excessive moisture and counteract soggyiness of the ear canal
- **Acidic** property of the solution (pH approximately 5) encourages restoration of normal aural epidermis
- **Rapid spread** to contiguous skin surface is assured because of its low surface tension
- **Rarely sensitises**—safe for repeated or prolonged use

Indications

For the prevention of exacerbation and for the treatment of infection, pain and itching associated with: otitis externa (including "swimmer's ear"), otitis media if the tympanic membrane is perforated, post-operative aural cavities, otomycosis, furunculosis.

Formula

Each ml. contains :
Polymyxin B Sulphate (AEROSPORIN) 10,000 Units
Lignocaine Hydrochloride 50 mg. (5%)
Propylene Glycol to 1 ml.
Bottles of 5 ml. with dropper

Application

After preliminary cleansing and thorough but gentle drying of the external ear canal, 3 or 4 drops for adults and 2 or 3 drops for infants and children are instilled in the infected ear, 3 or 4 times daily. Solution may, if preferred, be applied by saturating a gauze or cotton wick which may be left in the canal for 24 to 48 hours, keeping the wick moist by adding a few drops of solution as required.

Aerosporin[®] EAR DROPS

- **Bactericidal** to most organisms affecting the ear including *Pseudomonas pyocyanea*
- **Broad bacterial cover** Propylene glycol, in the concentration present in 'Aerosporin' widens the antimicrobial spectrum, including gram-positive organisms such as *Staphylococci* and *Streptococci*
- **Hygroscopic** property of the solution counteract soggyiness of the ear canal
- **Acidic** property of the solution (pH approximately 4) encourages restoration of normal aural epidermis
- **Rapid spread** to contiguous skin surfaces is assured because of its low surface tension
- **Rarely sensitises**—safe for repeated or prolonged use

Indications

- Acute and chronic otitis externa (including "swimmer's ear") and otitis media when the tympanic membrane is ruptured
- As an adjunct to local treatment of cavities after mastoidectomy and fenestration; otomycosis

Formula

Each ml. contains :

Polymyxin B Sulphate (AEROSPORIN) 10,000 Units

Propylene Glycol acidified with Acetic Acid

Bottles of 10 ml. with dropper

Application

After preliminary cleansing and thorough but gentle drying of the ear canal, 3 or 4 drops for adults and 2 or 3 drops for infants and children are instilled in the infected ear 3 or 4 times daily.

Or the solution may, if preferred, be applied by saturating a gauze or cotton wick which may be left in the canal or aural cavity for 24 to 48 hours, keeping the wick moist by adding a few drops of solution as required.

as easy as
as

Pseudomonas the predominant organism in Otitis Externa

**Polymyxin B the bactericide common
to all B.W. & Co. ear products**

is lethal to *Pseudomonas*

Bacteriologic Findings In Cultures of Infected External Auditory Canals Obtained During 1951-1953 from 3,708 Infected Ears.

IN VITRO ACTION

%	Organism	Number
66.6	Pseudomonas Group	2470
30.8	Staphylococcus Albus Hemolytic	1141
25.9	Colli-Aerogenes Group	962
15.4	Staphylococcus Albus Non-Hemolytic	572
11.1	Staphylococcus Aureus Hemolytic	413
8.8	Streptococci Gamma Type	328
7.3	Proteus Group	272
4.5	Alcaligenes Group	168
4.0	Staphylococcus Aureus Non-Hemolytic	147
3.3	Streptococci Beta Type	122
3.2	Streptococci Alpha Type	120
3.0	Diphtheroids	113

Mitchell, Maj. R. B., USAFR (MSC) • *Rapid Microbiological Methodology in Military Medicine, Military Medicine* 116:85 (Feb.) 1955.



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Burroughs Wellcome & Co. (Pakistan) Ltd. Karachi.