



HEALTH AWARENESS

Swimmer's Ear: A Year-Round Concern

(NAPSA)—As the chill of winter sets in, a long soak in a nice, hot bath is very appealing, or maybe you're making plans for a winter getaway to your favorite warm weather vacation spot—with a week in the sun where the water is warm and inviting. In either case, it's important to know that the effects of swimmer's ear—an infection of the outer ear canal—can strike all year round and, in fact, no water is required for this painful infection of the outer ear canal to occur.

Outer ear infections develop when water gets trapped in the ear canal and turns the area moist and spongy, which is an ideal environment for bacterial growth. While swimming and bathing are among the most common causes of this type of ear infection, people with dry, flaky skin, or minor scratches in their ear canal, can find themselves affected by the pain and inflammation that goes hand-in-hand with outer ear infections.

Regardless of when an outer ear infection might strike—winter, spring, summer or fall—the treatment most frequently prescribed by ear doctors and pediatricians is an ear drop called CIPRODEX® OTIC SUSPENSION. This unique treatment combines two medications—an anti-inflammatory medication to reduce the pain and swelling, and a potent antibiotic that eliminates the infection. While most other antibiotic ear



drops need to be used for 10 days, CIPRODEX® OTIC is used just twice a day for only seven days, and it can be used in children as young as six months. Some of the most common side effects associated with this ear drop are pruritis, ear debris and superimposed ear infections.

There are two steps you can take to reduce the likelihood of outer ear infections: First, wear earplugs while swimming to help keep water out of the ear canal. Second, dry your ears thoroughly, but gently, when you get out of the water.

If you do experience the symptoms of an outer ear infection—itching, pain that gets worse when the earlobe is touched or moved, swelling in the ear canal—you should visit your doctor to determine the best treatment option for you.

To learn more, speak with your doctor or visit the Web site www.ciprodex.com.