

Let's **TALK**
ITCH



**Two options for
allergic itch treatment.
One happy dog.**

apoquel[®]
(oclacitinib tablet)

CYTOPOINT[®]

Does your dog have allergic itch? Let's talk!

When it comes to allergic itch relief, you have options, including daily Apoquel® (oclacitinib tablet) and long-lasting Cytopoint®.

Ask your veterinarian if one is right for you and your dog.



Common signs of allergic dog itch



Frequent scratching, licking, biting, or chewing



Excessive rolling, rubbing, or scooting



Recurrent ear problems (such as head shaking, ear discharge/odor, or scratching at ears)



Hair loss, body odor, recurrent skin infections, or skin changes (such as rash, redness, greasy skin, or scabs)

Allergic dog itch can't wait!

It's easier to treat allergic itch and inflammation in dogs early, when the first signs appear. If your dog is scratching, licking, or biting the same area, the skin can become damaged, which may lead to infection. Treating the source of the itch and helping to reduce the scratching allows skin to heal.



Your veterinarian can help relieve your dog's itch and discomfort with treatment that's right for your dog and lifestyle.

Talk about relief!



Apoquel

Starts relieving allergic itch within **4 hours¹**

Controls allergic itch within **24 hours³**

A **daily pill** you give your dog (with or without food)



Cytopoint

Starts controlling allergic itch within **1 day²**

Lasts for **4 to 8 weeks*²**

A **long-lasting injection** your veterinarian gives your dog every **4 to 8 weeks*²**

*Repeat administration every 4 to 8 weeks as needed in the individual patient.²



About Apoquel



Fast—starts relieving allergic dog itch within 4 hours,¹ and controls it within 24 hours²



Effective—works right at the source to stop itching and relieve inflammation in dogs



#1 prescribed medicine for allergic itch in dogs⁴ and #1 in pet owner and veterinarian satisfaction*^{5,6}

*Based on survey data from 250 veterinarians and 150 pet owners.



Can be used long-term for maintenance therapy, or short-term^{7,8}

Earn up to **\$100 in Zoetis Petcare Rewards**[†]
Go to www.zoetispetcare.com/rewards

[†]Program Terms and Conditions apply.

**Apoquel has been prescribed for
over 9 million dogs⁹**



Talk to your veterinarian and learn more at www.apoqueldogs.com

APOQUEL INDICATIONS

Control of pruritus (itching) associated with allergic dermatitis and control of atopic dermatitis in dogs at least 12 months of age.

APOQUEL IMPORTANT SAFETY INFORMATION:

Do not use Apoquel in dogs less than 12 months of age or those with serious infections. Apoquel may increase the chances of developing serious infections, and may cause existing parasitic skin infestations or pre-existing cancers to get worse. Consider the risks and benefits of treatment in dogs with a history of recurrence of these conditions. New neoplastic



About Cytopoint

One Cytopoint injection **starts controlling allergic itch within one day** and provides relief that **lasts 4 to 8 weeks***²

*Repeat administration every 4 to 8 weeks as needed in the individual patient.²



Injection **given by your veterinarian**



Relieves signs of itch, such as scratching and licking



Allows red, irritated skin time to **heal**²



Pet owner **quality of life** significantly improves after 1 week with Cytopoint¹⁰



Appointment reminders sent to your phone or email.

Never miss your dog's treatment.
Sign up for Cytopoint **treatment reminders** via text and/or email. Learn more at www.zoetispetcare.com/reminders

Talk to your veterinarian and learn more at www.cytopoint4dogs.com

conditions (benign and malignant) were observed in clinical studies and post-approval. Apoquel has not been tested in dogs receiving some medications including some commonly used to treat skin conditions such as corticosteroids and cyclosporines. Do not use in breeding, pregnant, or lactating dogs. Most common side effects are vomiting and diarrhea. Apoquel has been used safely with many common medications including parasiticides, antibiotics and vaccines.

See accompanying full Prescribing Information in the pocket of this brochure.



Track that itch!

Tracking your dog's itch can be helpful for you and your veterinarian to see how your dog's itch changes over time and how well treatment is working.

Use the chart on pages 8 and 9 to keep a record of your dog's itch. Once a day, rate your dog's itching by placing a dot in the day's column. After 14 days, connect the dots to see how your dog's itching has changed over time. Bring the chart with you to your next veterinarian visit and discuss your dog's progress.



Scan the code or go to
[www.cytopoint4dogs.com/
resources](http://www.cytopoint4dogs.com/resources)

How to rate your dog's itching

100 - Extremely severe itching

Dog is scratching, chewing, licking almost continuously. Itching practically never stops, regardless of what else is happening around the dog.

80 - Severe itching

Prolonged episodes of itching when the dog is awake. Itching occurs at night and when eating, playing, or exercising, or when otherwise distracted.

60 - Moderate itching

Regular episodes of itching when the dog is awake. Itching may occur at night and wake the dog. No itching when eating, playing, exercising, or being distracted.

40 - Mild itching

Moderately frequent episodes of itching. There may be occasional episodes of itching at night. No itching when sleeping, eating, playing, exercising, or being distracted.

20 - Very mild itching

Occasional episodes of itching. The dog is slightly more itchy than before the problem began.

0 - Normal dog

Itching is not a problem.



Track your dog's itch over the next 14 days

(100 - Extremely severe itching; 0 - Normal dog)



Let's **TALK**
ITCH

Place a dot at the appropriate spot in that day's column. Connect the dots to show how your dog's itch has changed over time.

100															
90															
80															
70															
60															
50															
40															
30															
20															
10															
0															
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7		Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14

ZOETIS PETCARE

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3. Cosgrove SB, Wren JA, Cleaver DM, et al. Efficacy and safety of oclacitinib for the control of pruritus and associated skin lesions in dogs with canine allergic dermatitis. *Vet Dermatol*. 2013;24(5):479-e114. doi: 10.1111/vde.12047.
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8. Cosgrove SB, Wren JA, Cleaver DM, et al. A blinded, randomized, placebo-controlled trial of the efficacy and safety of the Janus kinase inhibitor oclacitinib (Apoquel®) in client-owned dogs with atopic dermatitis. *Vet Dermatol*. 2013;24(6):587-e142.
9. Data on file, Zoetis 2020, Zoetis Services LLC.
10. Data on file, Study Report No. 17SORDER-01-01, 2018, Zoetis Inc.

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CYTOPOINT INDICATIONS

Cytopoint has been shown to be effective for the treatment of dogs against allergic dermatitis and atopic dermatitis.

Let's talk treatment!

Get relief for your dog's allergic itch

Talk to your veterinarian today about Apoquel and Cytoint.



Learn more:

www.LetsTalkAllergicitch.com

www.ApoquelDogs.com

www.Cytopoint4Dogs.com

apoquel
(oclacitinib tablet)

CYTOPOINT.

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