



A solution you can count on, now and for the long run

Short-term medications help control the symptoms you see today. But, ATOPICA controls the symptoms of atopy for the **long run**. Controlling the symptoms of atopy means less reliance on short-term medications and fewer problems like secondary infections needing veterinary treatment.

Mild and transient side effects, such as intestinal upset, may occur at the beginning of ATOPICA treatment, but are typically short-lived. And because ATOPICA concentrates in the skin – where it’s needed most – the dose can be gradually reduced, as recommended or prescribed by your veterinarian, as your pet starts to feel better.

Dog and cat owners believe in ATOPICA:

*94% who've tried ATOPICA would recommend it to friends with allergic dogs**

*89% say that ATOPICA improved their dog's quality of life**

In clinical trials, 4 out of 5 cat owners considered ATOPICA a success[†]

ATOPICA protects the skin from the inside out

See the ATOPICA difference[†]



BEFORE

Before treatment, skin is irritated and broken and hair is falling out.

AFTER

After 6 weeks of treatment, skin has healed and hair has grown back.

Control.
Comfort.
Confidence.



* ATOPICA Customer Satisfaction Survey, 2008, on file.
† Consult with your veterinarian to ensure secondary infections are treated as needed.

ATOPICA® (cyclosporine A) prevents itch before it starts

Atopy starts deep under the surface of your pet's skin

Atopy (also referred to as atopic or allergic dermatitis) is a long-term condition caused by sensitivity to allergens in the environment, such as dust mites, pollen or mold spores.^{1,2}

Atopy starts deep under the skin – in your pet's immune system. Immune cells react to an allergen which cause itch and other uncomfortable symptoms.²

What are typical symptoms?

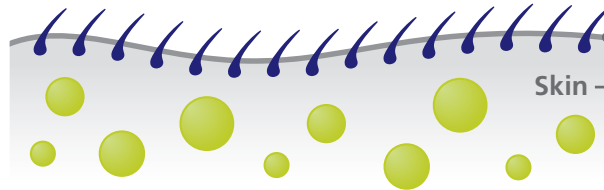
You're likely familiar with the most common symptom: itch.² But, atopy includes a number of other symptoms, including:^{2,3}

- Red, thickened skin
- Hair loss
- Inflammation (swelling)
- Secondary skin lesions or infections

*ATOPICA goes beyond the itch
– for more complete control.*

It gets to work at the source of the problem

Unlike other treatments, ATOPICA doesn't just treat the symptoms. Instead, it minimizes the reaction of the immune cells to allergens – to **prevent itch before it starts**.^{4,5}



ATOPICA has been available globally for more than 10 years and has a demonstrated safety and efficacy track record.

Elanco



For more information about ATOPICA for your pet, contact your veterinarian or Elanco Canada at 1-800-387-6325.

For full details on Atopica, refer to the complete product label.

References: 1. Dip R, et al. *BMC Vet Res* 2013;9:173. 2. Zur G, et al. *Vet Dermatol* 2002;13:89-102. 3. King S, et al. *Vet Dermatol* 2012;23:440-e84. 4. ATOPICA for Cats product insert. 5. ATOPICA for Dogs product insert.

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