Track that itch!

WEEK 1

Rate your dog's itch every day and record it based on the rating system supplied.

WEEKS 2 TO 8:

Rate your dog's itch just once a week, on the same day each week. Put a "dot" in the appropriate column that best describes your dog's scratching. When the dots are connected, you and your veterinarian will see the progress during treatment and how long the injection provided relief.

Rate your dog's itch

100

Extremely severe: Dog is scratching, chewing, licking almost continuously. Itching practically never stops, regardless of what else is happening.

- Severe: Prolonged episodes of scratching and/or other symptoms when your dog is awake. Scratching, licking, etc., occur at night and also when eating, playing, or exercising.
- Moderate: Regular episodes of scratching while awake. Scratching and other symptoms may occur at night and wake your dog. But no scratching occurs when eating, playing, exercising, or being distracted.
- Mild: Moderately frequent episodes of scratching and/or other symptoms. There may be occasional episodes of scratching at night.
- Very mild: Occasional episodes of scratching and/or other symptoms. Your dog is slightly itchier than before the condition began.
- Normal: Woo hoo! Itch is not a problem.

Let's talk treatment! Get relief for your dog's allergic itch

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TALK TO YOUR VETERINARIAN TODAY ABOUT

apoque)

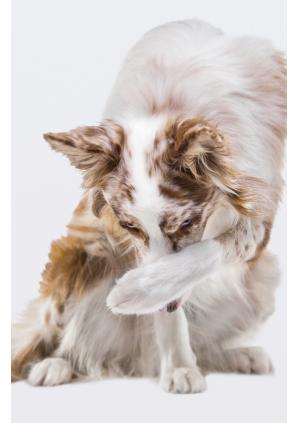
CYTOPOINT.

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Let's talk itch

Two options for allergic itch treatment.
One happy dog.



apoque) (oclacitinib tablets)

CY TOPOINT

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

When it comes to itch relief, you have options, including daily Apoquel™ 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 the itch and discomfort with treatment that's right for your dog and lifestyle.

Talk about relief!

apoque) (oclacitinib tablets)	CYTOPOINT.
Starts relieving allergic itch within 4 hours ¹	Starts controlling allergic itch within 1 da y ⁴
Controls allergic itch within 24 hours ²	Lasts for up to 4 to 8 weeks' ⁴
For dogs ≥12 months of age and >3 kg	For dogs of all ages
A daily pill you give your dog (with or without food)	A long-lasting injection your veterinarian gives your dog every 4 to 8 weeks*4

About Apoquel

Apoquel is a medication that goes right to the source to stop the underlying cause of allergic itch in dogs.



Fast— starts relieving allergic itch within 4 hours¹, and controls it within 24 hours²



Effective— reduces dog itch and also decreases inflammation, redness, or swelling of the skin—so your dog feels better as quickly as possible.



Safe— Can be used for short-term or long-term maintenance therapy in dogs 12 months of age and older.^{2,3}



Daily Pill—Given with or without food, and available with a prescription from your veterinarian.

About Cytopoint

Cytopoint is a biological medication, not a drug, that works like your dog's own immune system to block the main protein that sends signals that trigger itch.^{5,6}

Starts controlling allergic itch within one day and provides relief that lasts 4 to 8 weeks*4

Relieves signs of itch, such as scratching and licking and allows red, irritated skin time to heal⁴

Safe to use in dogs of any age

Injection given by your veterinarian

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

For more information visit, **cytopoint.ca**



apoque) (oclacitinib tablets)

CYTOPOINT.

Itch Tracker

(dog's name)									
	Apoquel			Cytopoint					
		•	20	6	8	8	000		
		Normal dog	Very mild	Miid	Moderate	Severe	Extremely severe		
VV/EEL/ 4	DAY 1								
	DAY 2								
	DAY 3								
	DAY 4								
	DAY 5								
	DAY								
	DAY 7								
	WEEK 2								
	WEEK WEEK WEEK WEEK WEEK WEEK 2 3 4 5 6 7 8								
	WEEK								
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	WEEK								
	WEEK 7								
	WEEK								