

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.

80

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.

60

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.

40

Mild: Moderately frequent episodes of scratching and/or other symptoms. There may be occasional episodes of scratching at night.

20

Very mild: Occasional episodes of scratching and/or other symptoms. Your dog is slightly itchier than before the condition began.

0

Normal: Woo hoo! Itch is not a problem.

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

References:

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2. Cosgrove SB, Wren JA, Cleaver DM, Martin DD, Walsh KF, Harfst JA, Follis SL, King VL, Boucher JF, Stegemann MR. Efficacy and safety of oclacitinib for the control of pruritus and associated skin lesions in dogs with canine allergic dermatitis. *Vet Dermatol.* 2013 Oct;24(5):479-e114. doi: 10.1111/vde.12047.
3. Apoquel label
4. Company Data, Study No. C863R-US-12-018, Zoetis Inc.
5. Gonzales AJ, Humphrey WR, Messamore JE, et al. Interleukin-31: its role in canine pruritus and naturally occurring canine atopic dermatitis. *Vet Dermatol.* 2013;24(1):48-53. doi:10.1111/j.1365-3164.2012.01098.x.
6. Olivry T, Bäumer W. Atopic itch in dogs: pharmacology and modeling. In: Cowan A, Yosipovitch G, eds. *Pharmacology of Itch, Handbook of Experimental Pharmacology.* 2015:357-369



TALK TO YOUR VETERINARIAN TODAY ABOUT

apoquel
(oclacitinib tablets)

CYTOPOINT

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zoetis

Let's talk itch

Two options for allergic itch treatment.

One happy dog.



apoquel
(oclacitinib tablets)

CYTOPOINT

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.

