

Let's talk treatment!

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 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.

CYTOPOINT INDICATIONS

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

Get relief for your dog's itch

Talk to your veterinarian today about Apoquel and Cytopoint for your dog's skin allergies.



Learn more:

www.LetsTalkAllergicItch.com

www.ApoquelDogs.com

www.Cytopoint4Dogs.com

apoquel
(oclacitinib tablet)

CYTOPOINT

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zoetis

Let's TALK ITCH



Two options for skin allergies
(allergic dermatitis).
One happy dog.

apoquel
(oclacitinib tablet)

CYTOPOINT

apoquel
(oclacitinib tablet)

CYTOPOINT

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Does your dog have skin allergies? Let's talk!

When it comes to 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 skin allergies in dogs



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)

Their itch can't wait!

It's easier to relieve the itch and inflammation from skin allergies 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 allergic 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
itch within
4 hours¹

Controls itch within
24 hours³

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



Cytopoint

Starts treating
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 the itch within 4 hours,¹ and controls it within 24 hours³



Effective—works right at the source to stop itching and relieve inflammation due to skin allergies in dogs⁴




#1 prescribed medication for skin allergies in dogs⁵



Can be used long-term for maintenance therapy or short-term^{6,7}

Earn up to **\$80 in Zoetis Petcare Rewards[†]**
Go to www.zoetispetcare.com/rewards

[†]Program Terms and Conditions apply.



Apoquel has been prescribed for over 12 million dogs⁸

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

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About Cytopoint

One Cytopoint injection **starts treating 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 **heal²**



Pet owner **quality of life** significantly improves after 1 week with Cytopoint⁹

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

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



Track that allergic itch!

Tracking your dog's itch can be helpful for you and your veterinarian to see how your dog's behavior 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 signs by placing a dot in the day's column. After 14 days, connect the dots to see how your dog's behavior 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.zoetispetcare.com/
products/cytopoint#overview](http://www.zoetispetcare.com/products/cytopoint#overview)

How to rate your dog's signs of itching

100 - Extremely severe allergic 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

Occasional 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

Rare 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 allergic 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 behavior 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

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References:

- 1.** Gadeyne C, Little P, King VL, Edwards N, Davis K, Stegemann MR. Efficacy of oclacitinib (Apoquel®) compared with prednisolone for the control of pruritus and clinical signs associated with allergic dermatitis in client-owned dogs in Australia. *Vet Dermatol.* 2014;25(6):512-518, e86. doi: 10.1111/vde.12166.
- 2.** Data on file, Study Report No. C863R-US-12-018, Zoetis Inc.
- 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.
- 4.** Gonzales AJ, Bowman JW, Fici GJ, et al. Oclacitinib (APOQUEL) is a novel Janus kinase inhibitor with activity against cytokines involved in allergy. *J Vet Pharmacol Therap.* 2014;37(4):317-24. doi: 10.1111/jvp.12101.
- 5.** Data on File, Monthly Kynetec Report, September 2022, Zoetis Inc.
- 6.** Cosgrove SB, Cleaver DM, King VL, et al. Long-term compassionate use of oclacitinib in dogs with atopic and allergic skin disease: safety, efficacy and quality of life. *Vet Dermatol.* 2015;26(3):171-179, e35.5.
- 7.** 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.
- 8.** Data on file, Zoetis 2022, Zoetis Services LLC.
- 9.** Data on file, Study Report No. 17SORDER-01-01, 2018, Zoetis Inc.