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.



Learn more:

www.LetsTalkAllergicItch.com www.ApoquelDogs.com www.Cytopoint4Dogs.com



CY TOPOINT.

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



CY TOPOINT



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)



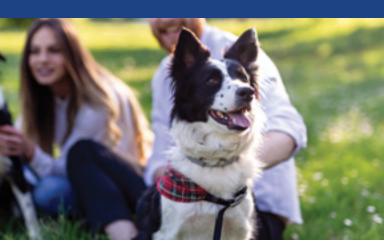
Hair loss, body odor, recurrent skin infections, or skin changes (such as rash, redness, greasy skin, or scabs)

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

Cytopoint (



Starts relieving itch within

4 hours¹

Starts treating allergic itch within 1 day²

Controls itch within 24 hours³

Lasts for 4 to 8 weeks^{2*}

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^{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



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

Earn up to **\$80 in Zoetis Petcare Rewards**†
Go to <u>www.zoetispetcare.com/rewards</u>

[†]Program Terms and Conditions apply.

Apoquel has been prescribed for over 2 million dogs⁸



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:

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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

CYTOPOINT INDICATIONS

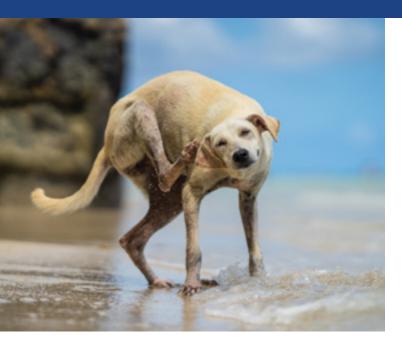
Cytopoint has been shown to be effective for the treatment of dogs against allergic dermatitis and atopic dermatitis.

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.

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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

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.



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Track your dog's allergic itch over the next 14 days

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



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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- **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.