

LASTING SOURCE
— OF —

comfort

FOR YOUR ITCHY DOG

One injection for
long-lasting relief

CY[•]TOPOINT[®]

Cytopoint aids in the reduction of clinical signs associated
with allergic and atopic dermatitis in dogs.

zoetis

My dog is itchy!

Itchy skin is a condition that can cause your dog stress and discomfort, and keep you and your dog up at night.

The good news is that it can be easily and effectively treated. However it is still important to identify the underlying cause triggering the itch.

What causes itchy skin?

Itchy skin in dogs can have many causes, such as:



parasites



contact allergies



infections



food allergies



atopic dermatitis

What should you look out for?

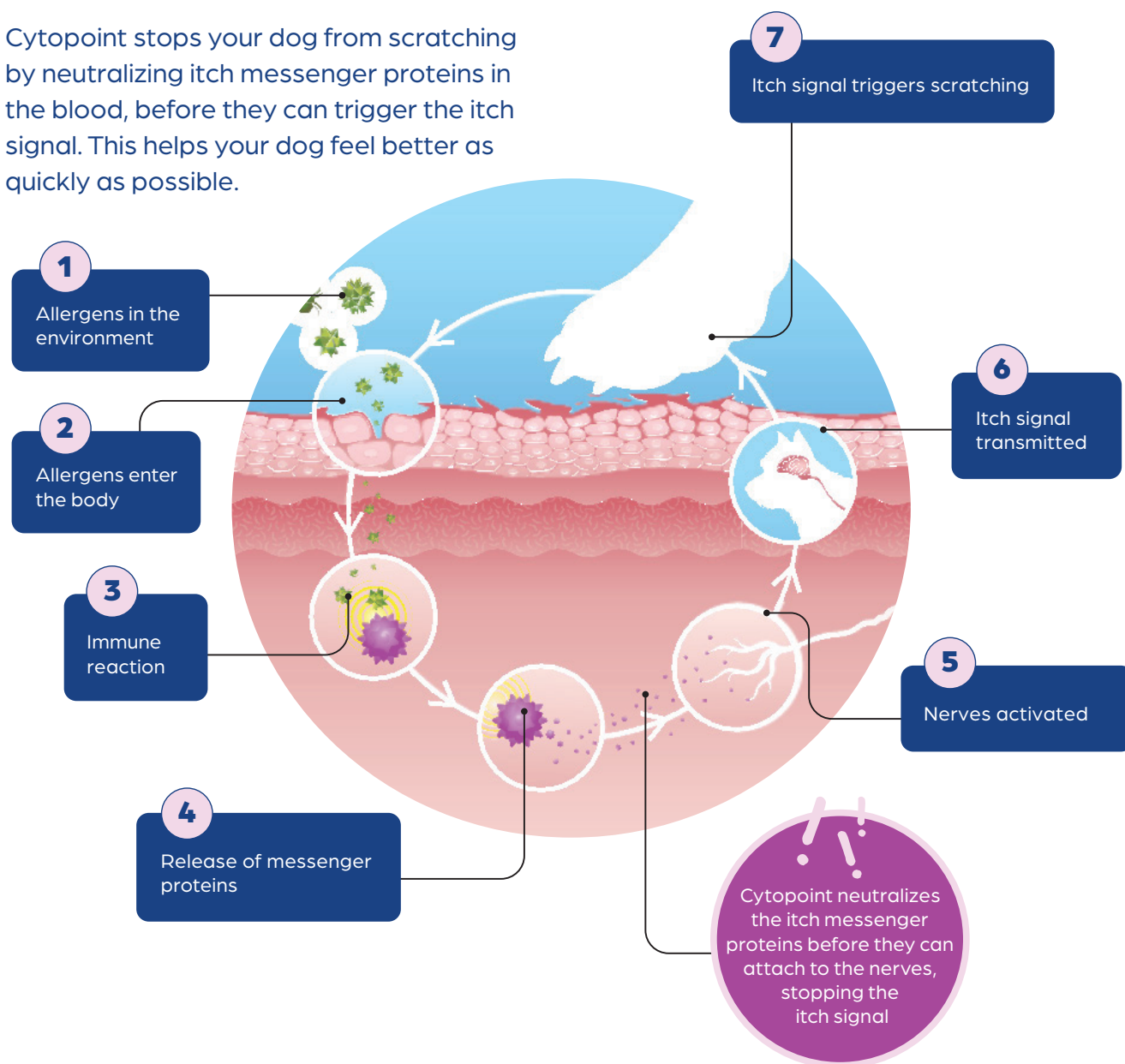
- ✓ Constant licking, chewing, biting, or scratching
- ✓ Excessive rolling, rubbing, or scooting
- ✓ Foot chewing
- ✓ Hair loss
- ✓ Recurrent ear problems
- ✓ Rashes or sores
- ✓ Changes in skin colour
- ✓ Unusual smell



The itch cycle

Cytopoint® is a safe, effective, long-lasting injection given by your veterinarian, breaking the itch cycle.

Cytopoint stops your dog from scratching by neutralizing itch messenger proteins in the blood, before they can trigger the itch signal. This helps your dog feel better as quickly as possible.



The benefits of CYTOPOINT®



Latest technology

Cytopoint is a biological therapy, also known as a monoclonal antibody treatment. It contains engineered antibodies specifically designed to target and neutralize one of the itch messenger proteins that trigger itch signals from the skin to your dog's brain.²

This helps reduce scratching, chewing, licking and biting the skin so the skin has a chance to heal.



Fast

Studies show that after the first injection Cytopoint started to control itch within 1 day and helped damaged skin to begin healing within 7 days.¹



Convenient

Cytopoint is an injection administered every 4–8 weeks by your veterinarian.*



Safe

Cytopoint is safe to use in dogs of any age, can be used with many other commonly used medications and in dogs with other diseases.²

Because Cytopoint is a biological therapy; it is naturally broken down and recycled by the body. It is not eliminated from the body via the liver or kidneys like many pharmaceutical drug products. This is one of the reasons Cytopoint can be regarded as a safer choice for your dog.



*Repeat administration every 4 to 8 weeks as needed in the individual patient.¹

Treating the itchy dog

Itchy skin can be treated in 5 simple steps:

1 Stop the itch

Cytopoint is a fast acting injection that provides rapid relief from itch. This will help to stop your dog from causing further damage to their skin.

2 Rule out parasites

To get the best results from Cytopoint anti-itch therapy, protect your dog from itch-causing parasites such as fleas and mites using a monthly parasiticide treatment.

3 Treat skin infections

Itchy damaged skin can become infected more easily.³ Monitor your pet's skin for any signs of redness or rashes.

4 Food allergy trial

Sometimes itchy skin is caused by food allergy, and can be managed on diet alone. Speak to your veterinarian about conducting a food allergy trial.

5 Long term itch management

Itchy skin is often a chronic problem that may need to be managed for the rest of your dog's life. There are a few things you can do to make your dog more comfortable, such as weekly baths with a medicated shampoo and feeding a skin specific food, high in nutrients that support the skin.⁴

Did you know?

Some dogs have year-round disease and may need continuous treatment with CYTOPOINT, whereas other dogs may only need CYTOPOINT seasonally. You and your veterinarian should decide together what is best for your dog's specific situation.

Even with the best treatment plan, occasional flare-ups of allergies can be unavoidable.

Speak with your veterinarian about other available treatment options that can help during these flare-up periods.

Tracking your dog's itch score

Even with the best treatment plan, occasional flare-ups can be unavoidable.

Track your dog's itch score to monitor for any flare-ups.

If you notice an increase in your dog's itch score, make an appointment to see your veterinarian.

**Show your veterinarian these results
at your next visit.**

10
**Extremely
severe itching**

Dog is scratching, chewing, licking almost continuously. Itching practically never stops regardless of what else is happening around the dog.

8 Severe itching

Prolonged episodes of itching when the dog is awake. Itching occurs at night and also when eating, playing, exercising, or when otherwise distracted.

6 Moderate itching

Regular episodes of itching when the dog is awake. Itching might occur at night and wake the dog. No itching when eating.

4 Mild itching

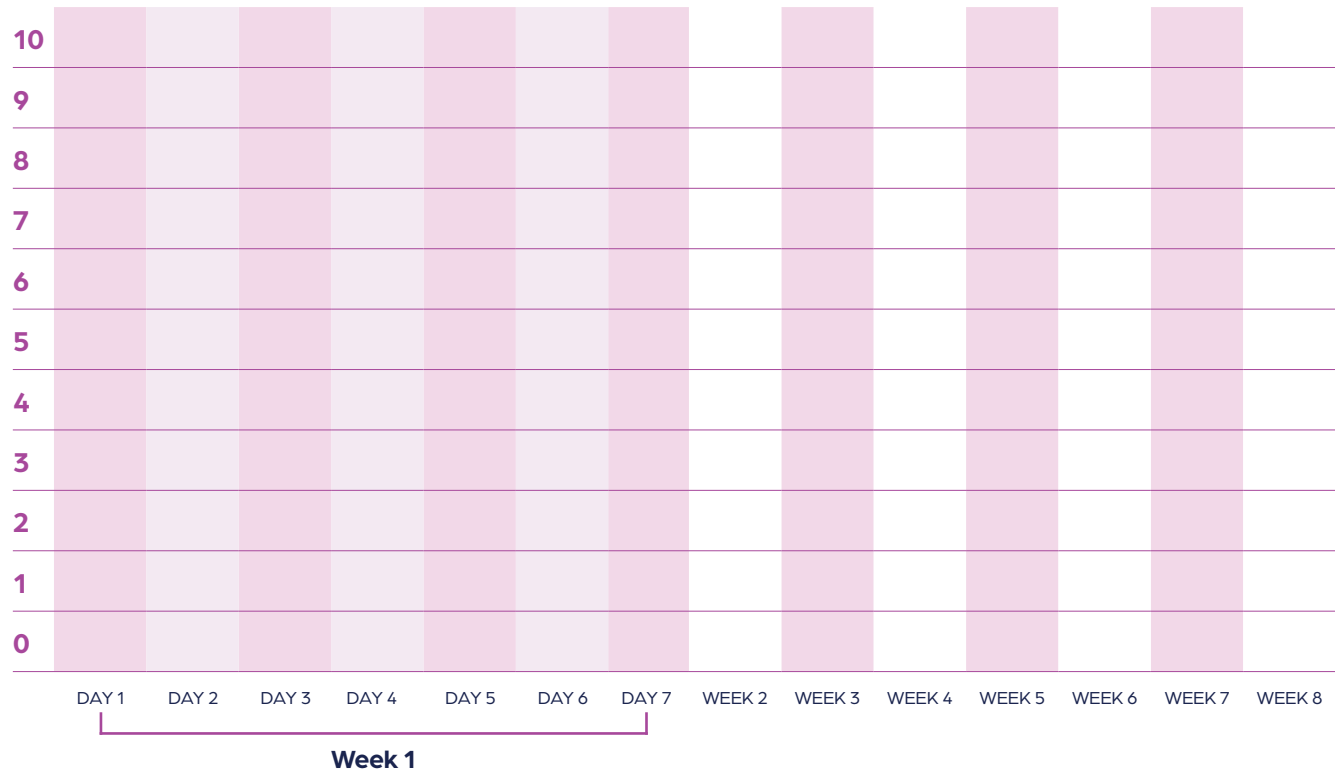
Moderately frequent episodes of itching. There may be occasional episodes of itching at night. No itching when sleeping, eating, playing, exercise or being distracted.

2 Very mild itching

Occasional episodes of itching. The dog is slightly more itchy than before the problem began.

0 Normal dog

Itching is not a problem.



To maintain your dog's itch relief and overall skin health, it is important that you come back to the clinic for each scheduled injection.

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Quality of Life

How does allergic itch affect your dog's quality of life?

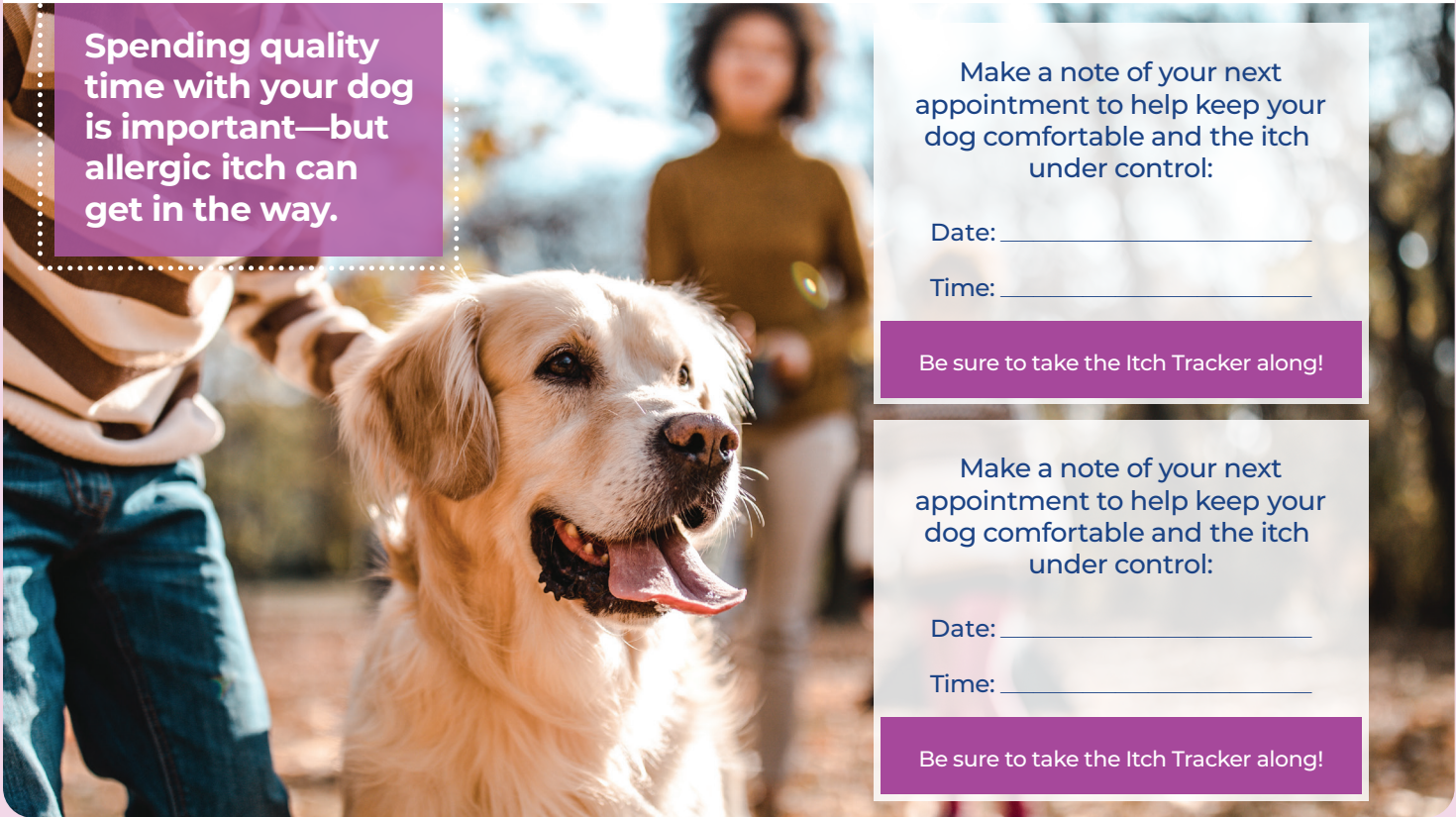
Consider how everyday activities are impacted (e.g., sleep, mood, activity, playfulness, interactions with dogs/humans).

How does your dog's allergic itch affect you?

Think about how your dog's itch impacts you and your family—the emotional, social, and financial burden of the condition (e.g., waking up at night, not being able to attend events with your dog, the cost of ineffective treatments).

My dog's quality of life									
My quality of life									
	BEFORE TREATMENT	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8

Rating scale: **1** = poor quality of life; my dog is significantly affected **10** = great quality of life; no impact from itch



Spending quality time with your dog is important—but allergic itch can get in the way.

Make a note of your next appointment to help keep your dog comfortable and the itch under control:

Date: _____

Time: _____

Be sure to take the Itch Tracker along!

Make a note of your next appointment to help keep your dog comfortable and the itch under control:

Date: _____

Time: _____

Be sure to take the Itch Tracker along!

Cytopoint helps improve the quality of life for dogs and their families

Surveys of owners whose dogs have been treated with CYTOPOINT reflect that its effective, convenient, long-term itch relief has a positive effect on quality of life!

88%

Say they **would recommend** Cytopoint to a friend whose dog has atopic dermatitis⁵

87%

Say their **dog's quality of life has improved** since beginning treatment with Cytopoint⁵

86%

Say **their own quality of life** has improved since their dog began receiving Cytopoint⁵

Information for pet owners that have been prescribed Cytopoint by their veterinarian only. Not intended for sales or promotional purposes.

Learn more at www.CYTOPOINT.ca

CYTOPOINT[®]

1. Michels, G. M., Ramsey, D. S., Walsh, K. F., Martinon, O. M., Mahabir, S. P., Hoevers, J. D., Walters, R. R. and Dunham, S. A. (2016), A blinded, randomized, placebo-controlled, dose determination trial of lokivetmab (ZTS-00103289), a caninized, anti-canine IL-31 monoclonal antibody in client owned dogs with atopic dermatitis. Vet Dermatol. doi:10.1111/vde.12376. 2. Michels, G. M., Walsh, K. F., Kryda, K. A., Mahabir, S. P., Walters, R. R., Hoevers, J. D. and Martinon, O. M. (2016), A minimally restricted, blinded, randomized, placebo-controlled trial of the safety of lokivetmab (ZTS-00103289), a caninized anti-canine IL-31 monoclonal antibody in client-owned dogs with atopic dermatitis. (2016), Abstracts. Vet Dermatol, 27: 6–121. doi:10.1111/vde.12310. 3. Marsella R, Sousa CA, Gonzales AJ, et al. Current understanding of the pathophysiologic mechanism of canine atopic dermatitis. J Am Vet Med Assoc. 2012;241(2):194–207. doi:10.2460/javma.241.2.194. 4. Australian Veterinary Dermatology Advisory Panel Guidelines, Second Edition 2018. 5. Company Data- Pet Owner Submissions, August 2016, Zoetis LLC

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