



Help I feel
itchy!

The steroid-free,
fast acting daily
treatment.

apoquel

zoetis

Is your dog trying to tell you something?

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 itch can be easily and effectively treated. However it is important to identify the underlying cause triggering the itch.

What causes itchy skin?

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



parasites



infections



food allergies



atopic dermatitis



contact allergies

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

Apoquel is a daily tablet that reduces itch within 4 hours, breaking the itch cycle.¹ It stops your dog from scratching by blocking the itch signal from the skin to the brain, so your dog feels better quickly.

2

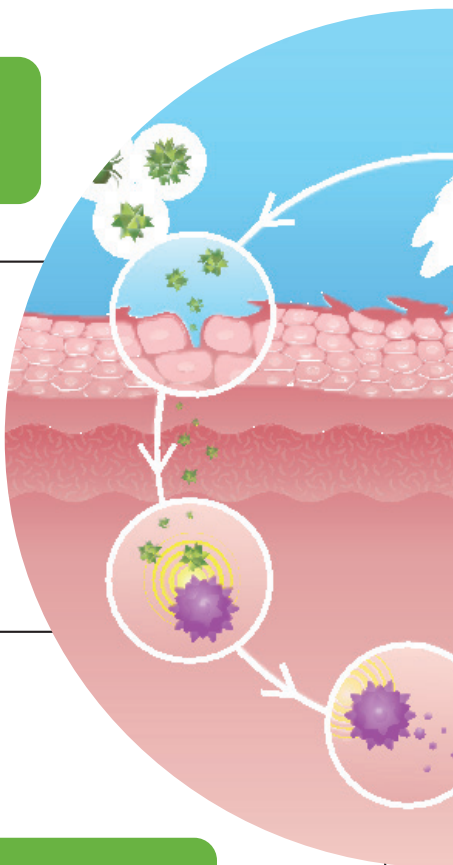
Allergens penetrate the skin

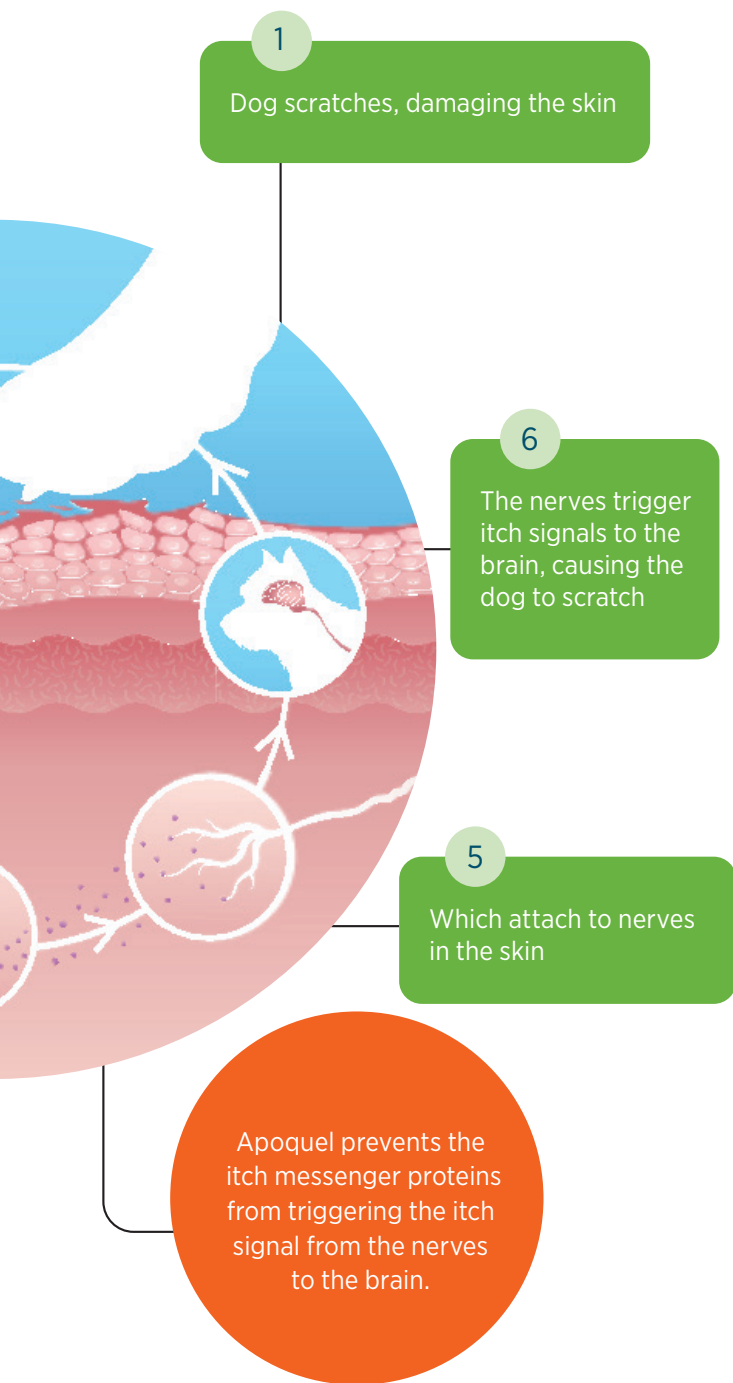
3

Causing an allergic reaction

4

Itch messenger proteins are released





1

Dog scratches, damaging the skin

6

The nerves trigger itch signals to the brain, causing the dog to scratch

5

Which attach to nerves in the skin

Apoquel prevents the itch messenger proteins from triggering the itch signal from the nerves to the brain.

The benefits of Apoquel



Fast

Apoquel starts relieving allergic itch in just 4 hours.¹



Effective

Apoquel can be used for a few days to provide short-term itch relief or as a long term treatment to manage ongoing or chronic skin.



Flexible

Apoquel can be used long term to manage chronic itch, or short term to manage intermittent or seasonal itch. Short courses of Apoquel can help reduce allergic itch associated with conditions such as hot spots or ear infections, whilst these are being treated.



Safe

Apoquel is safe²⁻⁴ without many of the side effects associated with steroids. In studies, side effects from Apoquel were mild and similar to those seen with placebo therapy (sugar pills).

If you think your dog is experiencing any side-effects following the use of Apoquel you should seek advice from your veterinarian.



Treating your itchy dog.

Itchy skin can be treated in 5 steps:

1
Stop the
itch

Apoquel is a fast acting daily tablet 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 Apoquel anti-itch therapy, protect your dog from itch-causing parasites such as fleas and mites using monthly Simparica.

Simparica kills fleas fast, within 3 hours.⁵

- ✓ Tasty & easy-to-give
- ✓ Kills fleas fast
- ✓ Treats mange & mites
- ✓ Works for 35 days





3
Treat skin
infections

Itchy damaged skin can become infected more easily.⁶ Your vet can perform some simple tests to check for infection.



4
Food allergy
trial

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



5
Long term itch
management

Itchy skin is commonly 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.⁷

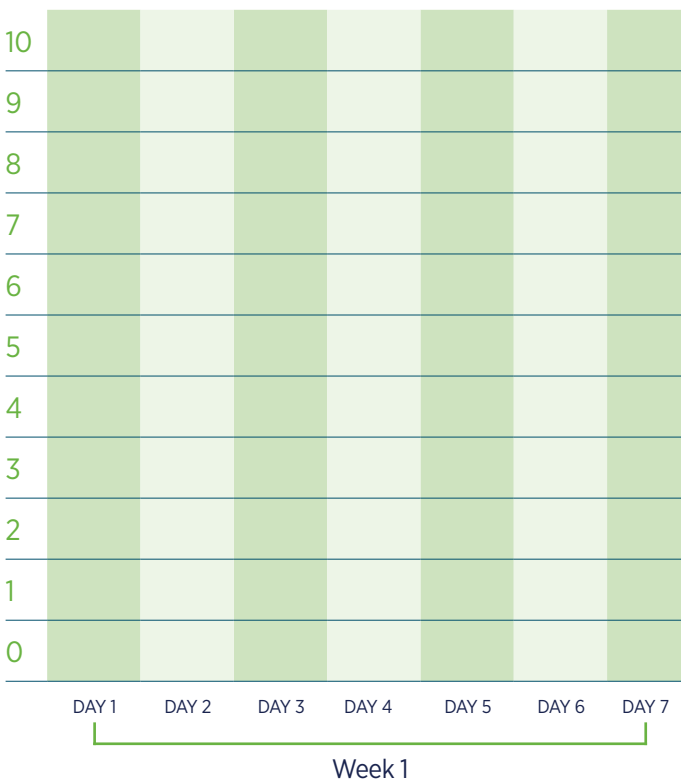
Tracking your dog's itch score.

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

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

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.

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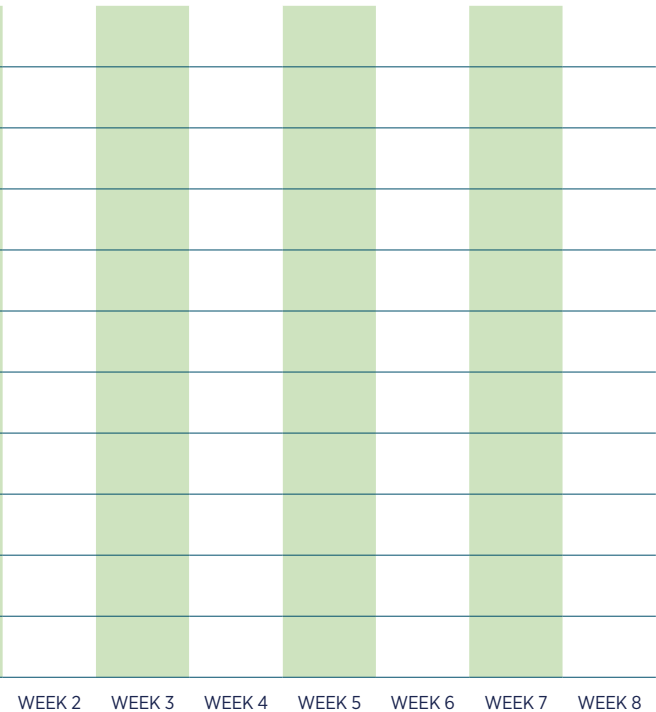
Very mild itching

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

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Normal dog

Itching is not a problem.



Why Apoquel?

Apoquel is specifically designed to control the itching associated with allergic skin disease, and to help manage symptoms of atopic skin disease in dogs over 1 year of age.

Apoquel starts working to relieve the desire to scratch within 4 hours, allowing a reduction in the associated redness and skin inflammation that comes with itch.

Ahh... that's better!

Ditch the itch with the Zoetis range of itchy dog treatments



apoquel

1. Gadeyne C, Little P, King VL, et al. 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. doi:10.1111/vde.12166.2. Cosgrove S 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: 479-e114. 3. Cosgrove, S. 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: 171-e35. 4. Lancellotti BA, Angus JC, Edginton HD, Rosenkrantz WS. Age- and breed-matched retrospective cohort study of malignancies and benign skin masses in 660 dogs with allergic dermatitis treated long-term with versus without oclacitinib. *J Am Vet Med Assoc.* 2020 Sep 1;257(5):507-516. 5. Six, Robert H., et al. "Evaluation of the speed of kill, effects on reproduction, and effectiveness in a simulated infested-home environment of sarolaner (Simparica™) against fleas on dogs." *Veterinary parasitology* 222 (2016): 23-27. 6. Santoro, Domenico, et al. "Pathogenesis of canine atopic dermatitis: skin barrier and host-micro-organism interaction." *Veterinary Dermatology* 26.2 (2015): 84-e25. 7. Australian Veterinary Dermatology Advisory Panel Guidelines, Second Edition 2018.

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