

Does your dog have a food allergy?



For fast-acting relief
during food allergy trials.

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A food allergy could be making your dog itchy.

Food allergies are one possible cause of itchy skin in dogs. Dogs can be allergic to many different foods including beef, chicken, wheat and dairy.¹

Dogs are usually allergic to foods that they have eaten before, they are unlikely to be allergic to new foods they have never been exposed to.

This makes it easy to rule out a food allergy within 8 weeks!¹

95% of truly food allergic dogs will show improvement in their itchy skin by the end of an 8 week food trial¹



Truly food allergic dogs during a hypoallergenic food trial:²



The benefits of ruling out food allergy

- ✓ If your dog is food allergic, you may be able to manage their itchy skin on diet alone, saving you money on unnecessary medications over the lifetime of your pet. This could be thousands of dollars in savings.
- ✓ The correct diet can help food allergic dogs enjoy a better quality of life.

The food allergy trial

The 5 steps to a successful food allergy trial:

A green circle containing the text '1. Stop the itch'. A dotted orange arrow curves around the circle from the top to the right side.

1. Stop the itch

Your veterinarian has prescribed APOQUEL® to help stop the itch whilst the food trial is being conducted. They may also recommend additional therapies such as medicated washes, parasite prevention and avoiding things that trigger your pet's itch such as swimming or walking on grass.

A green circle containing the text '2. Select a diet'. A dotted orange arrow curves around the circle from the top to the left side.

2. Select a diet

Your veterinarian will help you select a special diet that does not contain any of the foods that your dog has previously eaten. This special diet might be a commercially manufactured diet, or it may be a home cooked diet. Allow a 7 day transition period to slowly introduce the new diet by mixing it with your pet's current diet before switching over completely.

A green circle containing the text '3. Stick to it'. A dotted orange arrow curves around the circle from the top to the right side.

3. Stick to it

Start an 8 week food trial period. **During this time your dog can eat only this special diet.** Do not feed your dog any other foods including treats, leftovers, flavoured medications, toothpastes and gelatin capsules. If your dog eats anything other than the special diet, you will need to start the 8 week trial period again. Ensure everyone in your family understands the importance of feeding only the special diet.

A green circle containing the text '4. Recheck'. A dotted orange arrow curves around the circle from the top to the left side.

4. Recheck

You will need to schedule a revisit with your veterinarian after 4 weeks, or halfway through the diet trial. This allows your veterinarian to examine your dog and ensure there are no complications such as skin infections or parasites.

5. Results

1 week before your 8 week recheck, your veterinarian will ask you to stop giving APOQUEL so that they can assess the results of the food trial with one of two results:

NO ITCH

Continue restricted diet, you can use APOQUEL as needed to manage itch flare ups.

To confirm food allergy, you can rechallenge by feeding your dog their original diet. If they become itchy again then you have confirmed food allergy as the cause of your dog's itch.

STILL ITCHY

Your dog's itch is not food related so they can return to their normal diet.

You will need to continue using APOQUEL and medicated washes. Your vet may recommend a skin support diet high in omega 3 and 6 to help build a healthy skin barrier.



Simple tips

for a successful food trial

- Make a single person in the household responsible for feeding, to ensure there is no confusion at mealtimes.
- Allow a 7 day transition period to slowly introduce the new diet by mixing it with your pet's current diet before switching over completely.
- Wash your dog's bowl and food measuring cup with mild detergent and water before starting the food trial.
- Do not store the restricted diet in a container that has been used to store any other foods.
- If you have other pets at home, ensure that your dog cannot access their food. Feed your pets separately if necessary.
- Do not feed any treats, leftovers, flavoured medications, toothpastes or gelatin capsules during the food trial.
- Reward your dog with lots of love and affection instead of treats and snacks.
- Wash your hands before handling your dog's food to avoid contamination with other foods.
- When out on walks, ensure your dog does not eat anything. This may mean that you need to keep them on a leash during the food trial.
- Weigh your dog weekly to ensure they are not losing weight and adjust their food as needed.

**Your dog's
current weight:**

**Restricted diet
selected:**

**Amount to feed
each day:**

**Food trial
start date:**

**4 week revisit
appointment:**

**8 week revisit
appointment:**

Ahh... that's better!

Ditch the itch with the Zoetis range
of itchy dog treatments

If you suspect something else may
be causing your dog's itch, reach
out to your vet to find out about our
other itch products.



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Reference 1. Australian Veterinary Dermatology Advisory Panel Guidelines, Second Edition 2018.

2. Olivry, T., Mueller, R.S. & Prélaud, P. Critically appraised topic on adverse food reactions of companion animals (1): duration of elimination diets. BMC Vet Res 11, 225 (2015).

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