Does your dog have a food allergy?

For fast-acting relief during food allergy trials





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 trial $^{\rm 1}$



Truly food allergic dogs during a hypoallergenic food trial:²



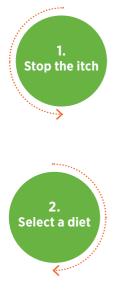
The benefits of ruling out food allergy

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 food allergy trial

The 5 steps to a successful food allergy trial:



3. Stick to it



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.

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.

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.

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.



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.





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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