



Put a stop to  
itchy skin.

A monthly injection for  
long-lasting itch relief.

CYTOPOINT.

zoetis

# Keep your dog itchy free with a simple monthly injection.

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 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

Cytopoint is a monthly injection given by your veterinarian, which helps to break the itch cycle.

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

2

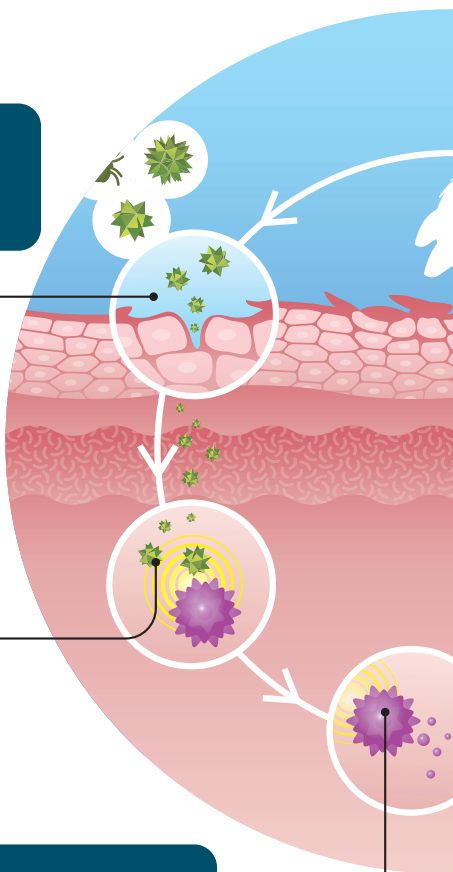
Allergens penetrate the skin

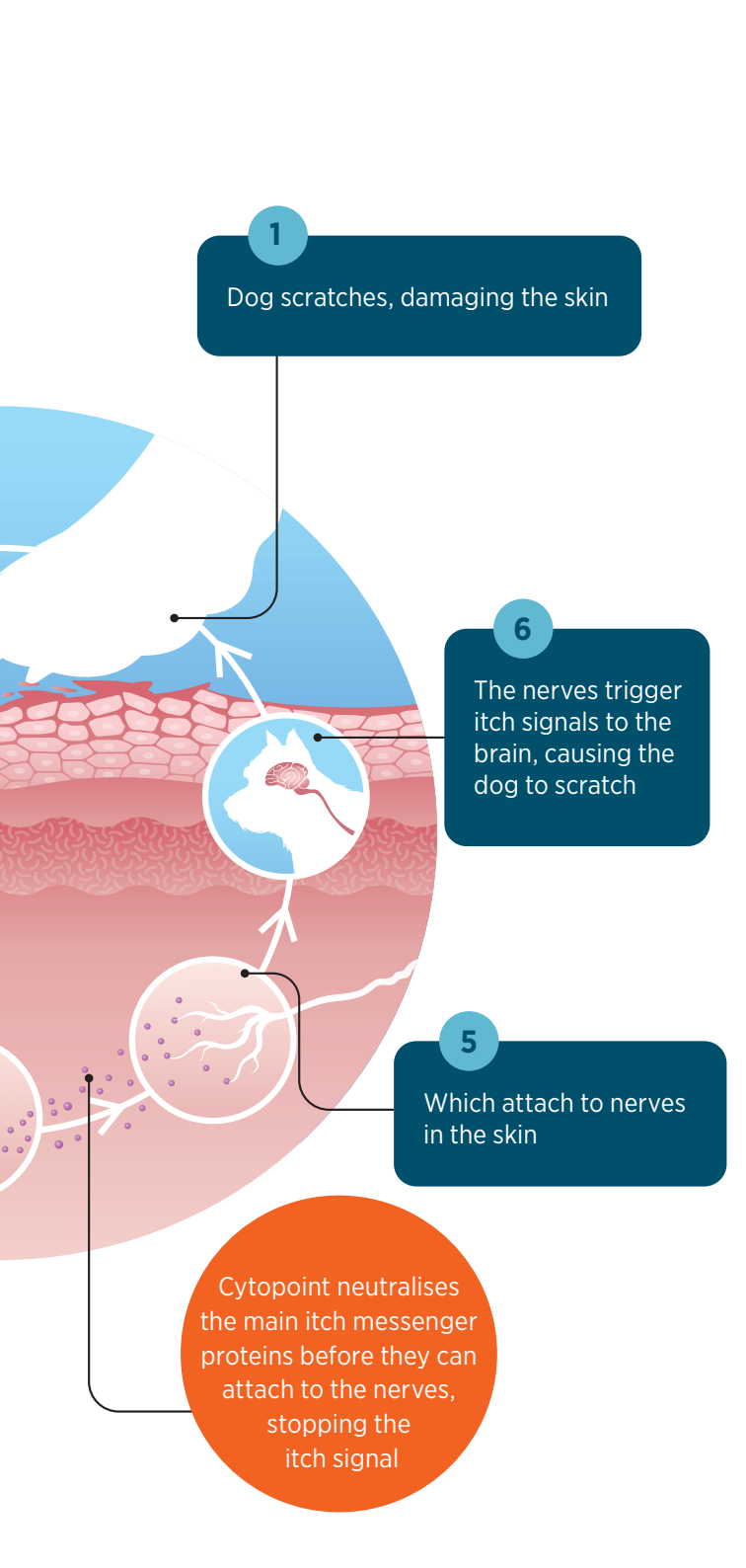
3

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

Cytopoint neutralises the main itch messenger proteins before they can attach to the nerves, stopping the itch signal

# The benefits of Cytopoint.



## Latest technology

Cytopoint is a biological therapy – a new type of treatment that works like your dog's immune system.

Cytopoint contains antibodies specifically designed to target and neutralise the main itch messenger protein that trigger itch signals from the skin to your dog's brain.<sup>1</sup> This helps reduce scratching so the skin has a chance to heal.



## Fast

Studies show that after the first injection Cytopoint started to control itch after just 8 hours in some dogs.<sup>2</sup>



## Convenient

Cytopoint is a convenient monthly injection administered by your veterinarian.



## Safe

In a clinical study, the side-effects seen with Cytopoint were similar to those seen with a placebo injection e.g. saline injections.

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.<sup>3</sup>

# Did you know?

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

Surveys of families whose dogs have been treated with CYTOPOINT reflect that it's effective, convenient, long-term itch relief has a positive effect on quality of life for all!

88%

Say they **would recommend** Cytopoint to a friend whose dog has atopic dermatitis<sup>8</sup>

87%

Say their **dog's quality of life has improved** since beginning treatment with Cytopoint<sup>8</sup>

86%

Say their **own quality of life** has improved since their dog began receiving Cytopoint<sup>8</sup>



# Treating the itchy dog.

Itchy skin can be treated in 5 simple steps:

1  
Stop the  
itch

Cytopoint is a fast acting monthly injection that provides rapid relief from allergic 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 monthly Simparica.

Simparica kills fleas fast, starting within 3 hours.<sup>4</sup>

- ✓ 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.<sup>5</sup> Your vet may perform a simple skin test to check for the presence of 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.<sup>6</sup>

## Did you know?

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

Ask your veterinarian about Apoquel, the fast daily treatment that provides relief from itch.



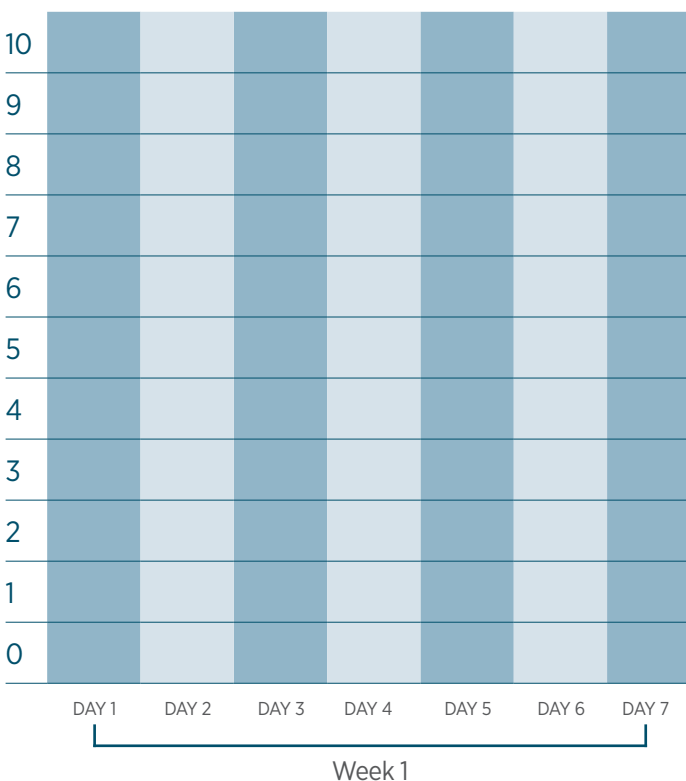
# Tracking your dog's itch score.

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.

**2**

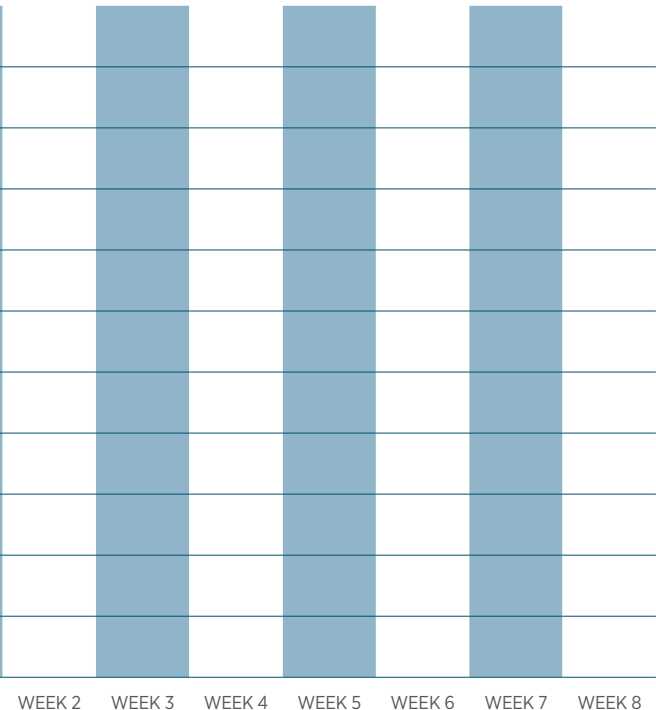
Very mild itching

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

**0**

Normal dog

Itching is not a problem.

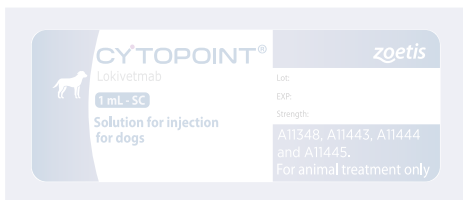


To maintain your dog's itch relief and overall skin health, it is important that you come back to the clinic for each scheduled injection.

## Treatment record

Date:

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Other treatments:

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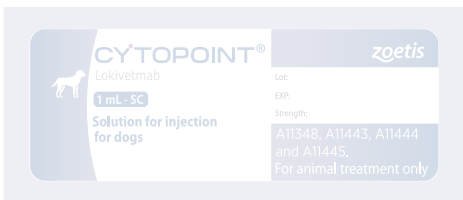
Next appointment:

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## Treatment record

Date:

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Other treatments:

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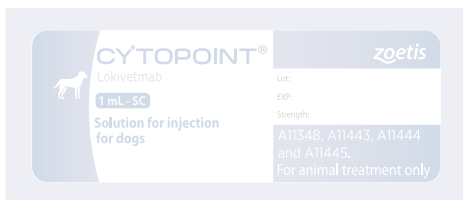
Next appointment:

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## Treatment record

Date:

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Other treatments:

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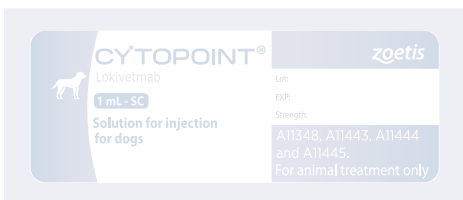
Next appointment:

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## Treatment record

Date:

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Other treatments:

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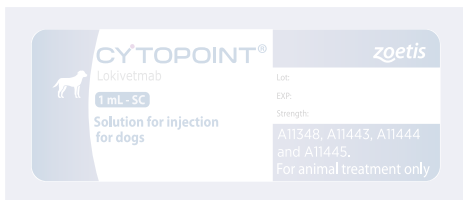
Next appointment:

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Date:

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Other treatments:

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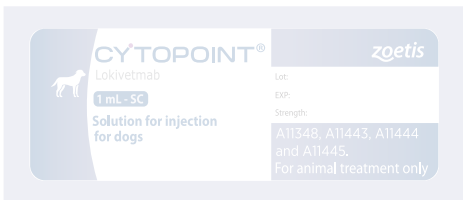
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Other treatments:

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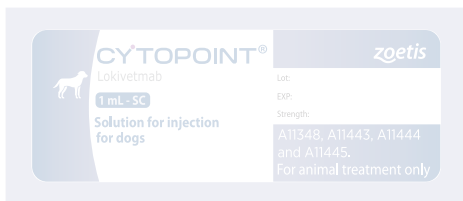
Next appointment:

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## Treatment record

Date:

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Other treatments:

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Next appointment:

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## Treatment record

Date:

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Other treatments:

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Next appointment:

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# Ahh... that's better!

Ditch the itch with the Zoetis range of itchy dog treatments.

Your dog may experience more than one cause of itch. Seek advice from your vet about our other skin products.



## CYTOPOINT

1. Gonzales AJ, Humphrey WR, Messamore JE, et al. Interleukin-31: its role in canine pruritus and naturally occurring canine atopic dermatitis. *Vet Dermatol.* 2013;24(1):48-53. doi:10.1111/j.1365-3164.2012.01098. 2. Data on file, Study Report No. C863R-US-12-018, Zoetis Inc. 3. Data on file, Study Report No. C961R-US-13-051, Zoetis LLC. 4. 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. 5. Santoro, Domenico, et al. "Pathogenesis of canine atopic dermatitis: skin barrier and host-micro organism interaction." *Veterinary Dermatology* 26.2 (2015): 84-e25. 6. Australian Veterinary Dermatology Advisory Panel Guidelines, Second Edition 2018. 7. Gadeyne, C. et al., Efficacy and safety 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: 512-e86. 8. Data on file, Pet Owner Submissions, August 2016, Zoetis LLC.

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