

Apoquel® (oclacitinib tablet) delivers fast and effective relief from itch *and* inflammation due to allergic and atopic dermatitis¹

apoquel[®]
(oclacitinib tablet)

Published studies support that Apoquel reduces skin inflammation:

- Apoquel was shown to be as effective as steroids in reducing skin inflammation due to allergic dermatitis^{1,2}
- Apoquel significantly reduced canine atopic dermatitis extent and severity index (CADESI) scores in dogs with atopic dermatitis³



Expert opinion from Zoetis Advisory Board

as published in a supplement in *Clinician's Brief*^{4*}

Potential issues caused by itch and inflammation^{4*}

- Pet owners become frustrated, worried and stressed about their pet's condition
- Ineffective treatment can cause lack of confidence in veterinary recommendations

Benefits of keeping allergic inflammation under control^{4*}

- Decreases the likelihood of secondary infections of the skin and ears
- Improves inflammatory skin lesions

Two of the top 3 factors considered by experts when making treatment decisions are directly correlated with resolving inflammation^{4*}

In this poll, responses ranged from 1 to 5, with 1 being “nice to have but not essential” and 5 being “essential to success.”



Speed of onset
of anti-pruritic effect



Speed of resolution of
inflammation and improvement
of skin lesions



Efficacy in improving
inflammatory skin lesions,
whether mild or severe

Among the 8 factors polled, **low cost to pet owner** was the **least essential** consideration

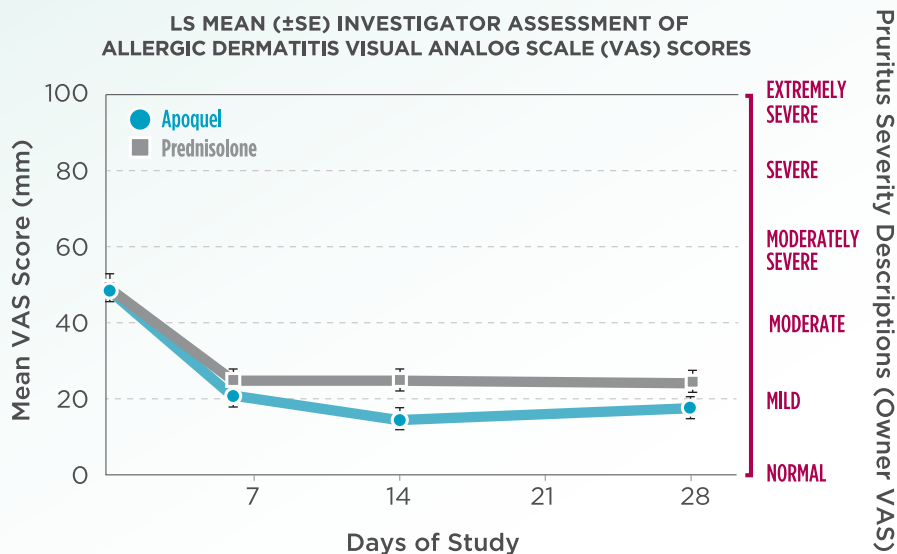
*Summarized findings from a Zoetis advisory board of dermatologists and general practitioners on treatment of allergic inflammation, November 2021.

Choose Apoquel® (oclacitinib tablet) to treat inflammation due to allergic and atopic dermatitis

Apoquel reduces pruritus and clinical signs associated with allergic dermatitis to a level comparable to the efficacy of prednisolone (0.5 to 1.0 mg/kg orally daily for 6 days), even in dogs with the more severe dermatitis⁵

Apoquel vs Steroids

Apoquel was shown to be as effective as steroids in reducing skin inflammation due to allergic dermatitis at all time points^{1,2}



STUDY DESIGN | INCLUSION CRITERIA +

Real-world results^{6*}



Prescribing steroids for inflammation due to allergic dermatitis may have **unintended consequences**



Up to half of dog owners reported side effects with steroids. The most common included^{7,8}:

- Excessive urination
- Increased thirst
- Increased hunger (which may lead to weight gain)
- Heightened stress and anxiety

Most commonly reported adverse events for Apoquel⁹:

(from a 5-year pharmacovigilance review)

- Vomiting
- Diarrhea
- Lethargy
- Anorexia
- Blood-work changes

*Images courtesy of Dr. David Bird.

Study Design²

- This study was conducted by 12 general practitioners in Australia with an interest in dermatology as a randomized, controlled, multicenter, blinded 28-day clinical trial of 123 dogs. Apoquel was administered at a dosage of 0.4-0.6 mg/kg twice daily for 14 days followed by 0.4-0.6 mg/kg once daily up to Day 28 (± 2) and was compared to a control group administered prednisolone at a dose rate of 0.5-1.0 mg/kg once daily up to Day 6 (± 1) followed by 0.5-1.0 mg/kg every second day up to Day 28 (± 2)
- The primary efficacy variable was the percentage reduction from baseline (pretreatment) for owner-assessed pruritus at Day 14 of the study. Pruritus was assessed by owners on a 100 mm enhanced visual analog scale (VAS). The difference between VAS scores on Day 0 (pretreatment) and Day 14 was used to calculate the least squares mean percentage reduction from baseline for each treatment group, and contrasts were used to compare treatments

Inclusion Criteria²

- Dogs were client-owned, of any pure or mixed breed, in apparent good health at the time of the Day 0 physical examination
- The owner must have given written informed consent for each dog to participate in the study
- Dogs may have been intact or neutered
- Dogs were 12 months of age or older and weighed between 3 kg and 80 kg at the time of the Day 0 visit
- Dogs were eligible for enrollment on Day 0 based on a client complaint of pruritus assessed by the owner as "moderate itching," "severe itching" or "extremely severe itching" using the categorical scale on the Current Description of Pruritus form
- Investigators attributed the dog's pruritic condition to a known or presumptive diagnosis of allergic dermatitis, attributable to at least 1 of the following:
 - Food allergy
 - Contact allergy
 - Flea allergy
 - Atopic dermatitis
 - Unspecified allergic dermatitis (unless prohibited in exclusion criteria)
- If the dog had an incidental health condition that required treatment, the treatment had remained the same for at least 6 weeks, and no change in treatment was anticipated for the duration of the study
- The dog was flea-free at the time of the Day 0 visit, or if visual inspection showed evidence of fleas, appropriate flea-control measures were implemented on Day 0
- Dogs previously diagnosed (prior to Day 0) as food allergic who were receiving a hypoallergenic diet had been on the diet for at least 6 weeks prior to Day 0 and remained on the same diet during the study
- If the dog had received intradermal allergy testing, the test must have been conducted a minimum of 8 weeks prior to study start
- If desensitization immunotherapy had been initiated, the dog must have been on immunotherapy for 6 months or more. If desensitization immunotherapy had been discontinued, it must have been discontinued for at least 8 weeks prior to enrollment
- If the dog was receiving conditionally allowed concomitant medications, the dose and dose rate were not anticipated to change during the course of the study

Real-world

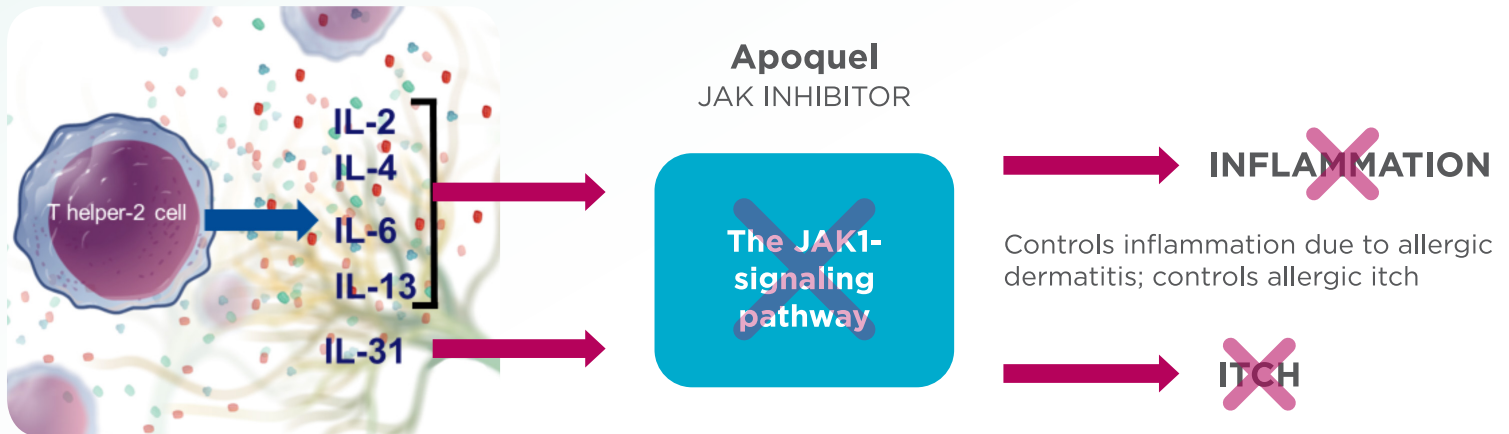
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The role of JAK1-signaling pathways in allergic and atopic dermatitis

- Cytokines interact in a complex, interconnected inflammatory network
- Many of the cytokines that are integral to atopic dermatitis amplify the inflammatory response through the Janus kinase 1 (JAK1) signaling pathway
- The inhibition of JAK1 produces a significant effect on controlling itch and inflammation associated with allergic and atopic dermatitis
- Apoquel specifically modulates cytokines that are JAK1 dependent to effectively **control both inflammation and pruritus due to allergic and atopic dermatitis**^{1,3,10,11}

“Apoquel® (oclacitinib tablet) works as quickly and as effectively for managing pruritus and dermatitis as steroids. Apoquel will provide the anti-pruritic and anti-inflammatory benefits that you’re looking for, and we can get away from the side effects of steroids that we don’t like—and we know are very distasteful to our clients.”

—Lindsay McKay, DVM, DACVD



INDICATIONS

Control of pruritus associated with allergic dermatitis and control of atopic dermatitis in dogs at least 12 months of age.

IMPORTANT SAFETY INFORMATION

Do not use Apoquel in dogs less than 12 months of age or those with serious infections. Apoquel may increase the chances of developing serious infections, and may cause existing parasitic skin infestations or pre-existing cancers to get worse. Consider the risks and benefits of treatment in dogs with a history of recurrence of these conditions. New neoplastic conditions (benign and malignant) were observed in clinical studies and post-approval. Apoquel has not been tested in dogs receiving some medications including some commonly used to treat skin conditions such as corticosteroids and cyclosporines. Do not use in breeding, pregnant, or lactating dogs. Most common side effects are vomiting and diarrhea. Apoquel has been used safely with many common medications including parasiticides, antibiotics and vaccines.

For more information, please see the full Prescribing Information.

References: 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-e86. doi:10.1111/vde.12166. 2. Data on file, Study No. A161R-AU-12-096, Zoetis Inc. 3. Cosgrove SB, Wren JA, Cleaver DM, et al. A blinded, randomized, placebo-controlled trial of the efficacy and safety of the Janus kinase inhibitor oclacitinib (Apoquel®) in client-owned dogs with atopic dermatitis. *Vet Dermatol*. 2013;24(6):587-e142. doi:10.1111/vde.12088. 4. Zoetis Dermatology Advisory Board. Canine allergic & atopic dermatitis: an updated understanding & new approach to management. *Clinician's Brief*. June 2022;(suppl). <https://www.cliniciansbrief.com/article/canine-allergic-atopic-dermatitis-updated-understanding-new-approach-management>. 5. Data on file, Study No. 20SORDER-01-04, 2021, Zoetis Inc. 6. Data on file, Pet Owner Case Study-Marley, Zoetis Inc. 7. Data on file, Dog Owner Journal Final Quantitative Study, May 2013, Zoetis Inc. 8. Notari L, Burman O, Mills D. Behavioural changes in dogs treated with corticosteroids. *Physiol Behav*. 2015;151:609-616. doi:10.1016/j.physbeh.2015.08.041. 9. Data on file, A Five-Year Post-Approval Safety Review for Apoquel® in the US (May 2013 to August 2018), Zoetis Inc. 10. Cosgrove SB, Wren JA, Cleaver DM, 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(5):479-e114. doi:10.1111/vde.12047. 11. Little PR, King VL, Davis KR, et al. A blinded, randomized clinical trial comparing the efficacy and safety of oclacitinib and ciclosporin for the control of atopic dermatitis in client-owned dogs. *Vet Dermatol*. 2015;26(1):23-e8. doi:10.1111/vde.12186.