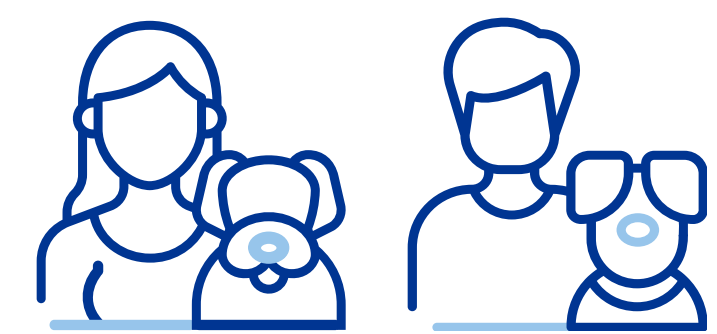


# MAXIMIZE TREATMENT SUCCESS WITH A CYTOPLAN

Guide your clients through Cytopoint® treatment and ensure compliance



PET OWNERS ARE

7x

more likely to follow a clear treatment plan than an ambiguous recommendation<sup>1</sup>

Progress exams help determine when dogs have achieved treatment success



**Schedule a progress exam** with the pet owner 4 weeks after the first Cytopoint injection

**If the dog is a treatment success**, determine the appropriate interval for follow-up injections



**If the dog has a partial response**, administer a second injection and schedule a second progress exam in 4 weeks



**Administer Cytopoint every 4 to 8 weeks** as needed to maintain treatment success<sup>2</sup>

**Use the note section of your patient's Cytoplan for reminders and additional treatment recommendations**

**Indications:** Cytopoint has been shown to be effective for the treatment of dogs against allergic dermatitis and atopic dermatitis.

**References:** 1. Kanji N, Coe JB, Adams CL, et al. Effect of veterinarian-client-patient interactions on client adherence to dentistry and surgery recommendations in companion-animal practice. *J Am Vet Med Assoc.* 2012;240(4):427-436. doi:10.2460/javma.240.4.427. 2. Data on file, Study No. C863R-US-12-018, 2014, Zoetis Inc.

## CYTOPLAN FOR:

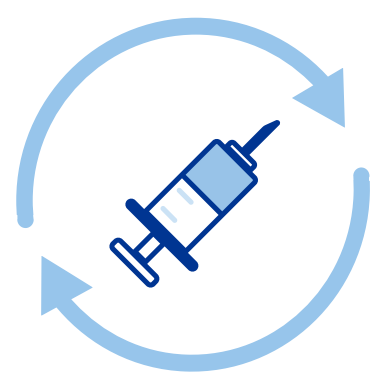
(patient's name)

☐

**Schedule a progress exam 4 weeks** after the first  
Cytoint® injection

Date of exam

/

☐

**Establish the appropriate injection interval** to maintain  
your dog's allergic itch relief

Receive Cytoint every

weeks

☐

**Get text and/or email reminders**

- Sign up at **zoetispetcare.com/reminders** so your dog never misses an injection

☐

**Schedule an exam if you suspect a flare**

- Flares are common in dogs with allergic dermatitis and are not a sign that your dog's treatment has stopped working
- Home remedies or over-the-counter treatments are unlikely to relieve itch
- Flares can be caused by skin and ear infections, fleas, house dust mites, pollen or food allergies

**Call the practice with any questions about your dog's**

**CYTOPLAN**

**Indications:** Cytoint has been shown to be effective for the treatment of dogs against allergic dermatitis and atopic dermatitis.

**References:** **1.** Kanji N, Coe JB, Adams CL, et al. Effect of veterinarian-client-patient interactions on client adherence to dentistry and surgery recommendations in companion-animal practice. *J Am Vet Med Assoc.* 2012;240(4):427-436. doi:10.2460/javma.240.4.427. **2.** Data on file, Study No. C863R-US-12-018, 2014, Zoetis Inc.

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