Together, we continue to change the way we approach canine pruritus

- **Stop the itch**
- Rule out parasites
- Treat skin infections
- Conduct food trial
- Confirm atopic dermatitis

Start with foundational relief

Provide itch relief throughout the diagnostic work up

Plan for long-term management

Achieve a diagnosis and provide individualized care to protect the bonds that matter most
Tailor your approach with the 2 best-in-class options for itch relief

APOQUEL controls pruritus associated with allergic dermatitis and controls atopic dermatitis in dogs at least 12 months of age

- Provides rapid itch relief within 4 hours, protecting the bonds that matter most¹
- Targets itch and inflammatory cytokines, resulting in significant reduction of pruritus and inflammation²
- Can be used long term for maintenance therapy and with many other medications, including NSAIDs, anti-infectives, parasiticides, antifungals and allergen-specific therapy³
- Allows flexibility to stop and start control of pruritus quickly—as necessary—for assessments during the diagnostic work-up (e.g., flea and food trials)

APOQUEL is a great choice for:
- rapid itch relief⁶
- start-and-stop itch control
- use during diagnostic tests⁴

¹The use of APOQUEL has not been evaluated in combination with other systemic immunosuppressants, such as corticosteroids and cyclosporine

CYTOPOINT has been shown to be effective for the treatment of dogs against allergic dermatitis and atopic dermatitis

- Begins to relieve itch within 24 hours and lasts for 4 to 8 weeks, giving the skin time to heal⁵
- Can be used in dogs with concomitant disease or in combination with other commonly used medications, including APOQUEL⁶
- Targets and neutralizes interleukin IL-31, a key itch-inducing cytokine in allergic and atopic dermatitis⁷
- Provides long-lasting relief with a single in-office injection, ensuring compliance⁵

CYTOPOINT is a great choice for:
- dogs who are difficult to pill or cases in which owner compliance is a concern
- dogs with comorbidities
- owners who seek non-drug therapy
- dogs of all ages
- dogs requiring lasting, life-long disease management

APOQUEL and CYTOPOINT may also be used to manage intermittent flares of pruritus due to fleas, food or seasonal factors

IMPORTANT SAFETY INFORMATION

APOQUEL 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. APOQUEL has not been tested in dogs receiving some medications including some commonly used to treat skin conditions such as corticosteroids and cyclosporine. 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.

Please see additional Important Safety Information on the following page.
INDICATIONS AND IMPORTANT SAFETY INFORMATION

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

APOQUEL 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. APOQUEL has not been tested in dogs receiving some medications including some commonly used to treat skin conditions such as corticosteroids and cyclosporine. 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 full Prescribing Information.

SIMPARICA Indications: SIMPARICA kills adult fleas, and is indicated for the treatment and prevention of flea infestations (Ctenocephalides felis), and the treatment and control of tick infestations [Amblyomma americanum (lone star tick), Amblyomma maculatum (Gulf Coast tick), Dermacentor variabilis (American dog tick), Ixodes scapularis (black-legged tick), and Rhipicephalus sanguineus (brown dog tick)] for one month in dogs 6 months of age or older and weighing 2.8 pounds or greater.

SIMPARICA Important Safety Information: Simparica is for use only in dogs, 6 months of age and older. Simparica may cause abnormal neurologic signs such as tremors, decreased conscious proprioception, ataxia, decreased or absent menace, and/or seizures. Simparica has not been evaluated in dogs that are pregnant, breeding or lactating. Simparica has been safely used in dogs treated with commonly prescribed vaccines, parasiticides and other medications. The most frequently reported adverse reactions were vomiting and diarrhea.

For more information, please see full Prescribing Information.

CONVENIA Indications: CONVENIA is indicated for the treatment of skin infections (secondary superficial pyoderma, abscesses, and wounds) in dogs caused by susceptible strains of Staphylococcus intermedius and Streptococcus canis (Group G).

CONVENIA Important Safety Information: People with known hypersensitivity to penicillin or cephalosporins should avoid exposure to CONVENIA. Do not use in dogs or cats with a history of allergic reactions to penicillins or cephalosporins. Side effects for both dogs and cats include vomiting, diarrhea, decreased appetite/anorexia and lethargy.

For more information, please see full Prescribing Information.

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


All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted.
© 2018 Zoetis Services LLC. All rights reserved. ZPC-00085