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**

- **apoquel** (oclacinib tablet)
- **Simparica TRIO** (selaridin, moxidectin, and pranite elliptical chewable tablets)
- **convenia** cefovecin sodium

**Provide allergic itch relief throughout the diagnostic workup**

- **apoquel** (oclacinib tablet) and/or **CYTOPoint**

**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 allergic itch relief

### APOQUEL

- **For rapid relief you can start and stop**
  - Starts providing *itch relief within 4 hours*¹
  - Targets itch and inflammatory cytokines, resulting in **significant reduction of pruritus and inflammation**²
  - **Can be used long term** for maintenance therapy and with many other medications, including NSAIDs, anti-infectives, parasiticides, antifungals and allergen-specific therapy³*¹
  - Allows flexibility to **stop and start control of pruritus quickly**—as necessary—for assessments during the diagnostic workup (e.g., flea and food trials)

**APOQUEL is a great choice for:**
- rapid itch relief¹
- 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

- **For sustained, long-lasting relief**
  - Begins to **relieve itch within 24 hours and lasts for 4 to 8 weeks**⁵
  - **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 compliance⁸

**CYTOPOINT is a great choice for:**
- dogs of all ages
- management of pruritic flares
- dogs requiring lasting, lifelong disease management

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.
References:


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 TRIO Indications: SIMPARICA TRIO is indicated for the prevention of heartworm disease caused by Dirofilaria immitis and for the treatment and control of roundworm (immature adult and adult Toxocara canis and adult Toxascaris leonina) and adult hookworm (Ancylostoma caninum and Uncinaria stenocephala) infections. SIMPARICA TRIO kills adult fleas (Ctenocephalides felis) and is indicated for the treatment and prevention of flea infestations, and the treatment and control of tick infestations with 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 and puppies 8 weeks of age and older, and weighing 2.8 pounds or greater.

SIMPARICA TRIO Important Safety Information: Use with caution in dogs with a history of seizures. Simparica TRIO contains sarolaner, a member of the isoxazoline class, which has been associated with neurologic adverse reactions including tremors, ataxia, and seizures in dogs with or without a history of neurologic disorders. The safe use of Simparica TRIO has not been evaluated in breeding, pregnant, or lactating dogs. The most frequently reported adverse reactions in clinical trials 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.