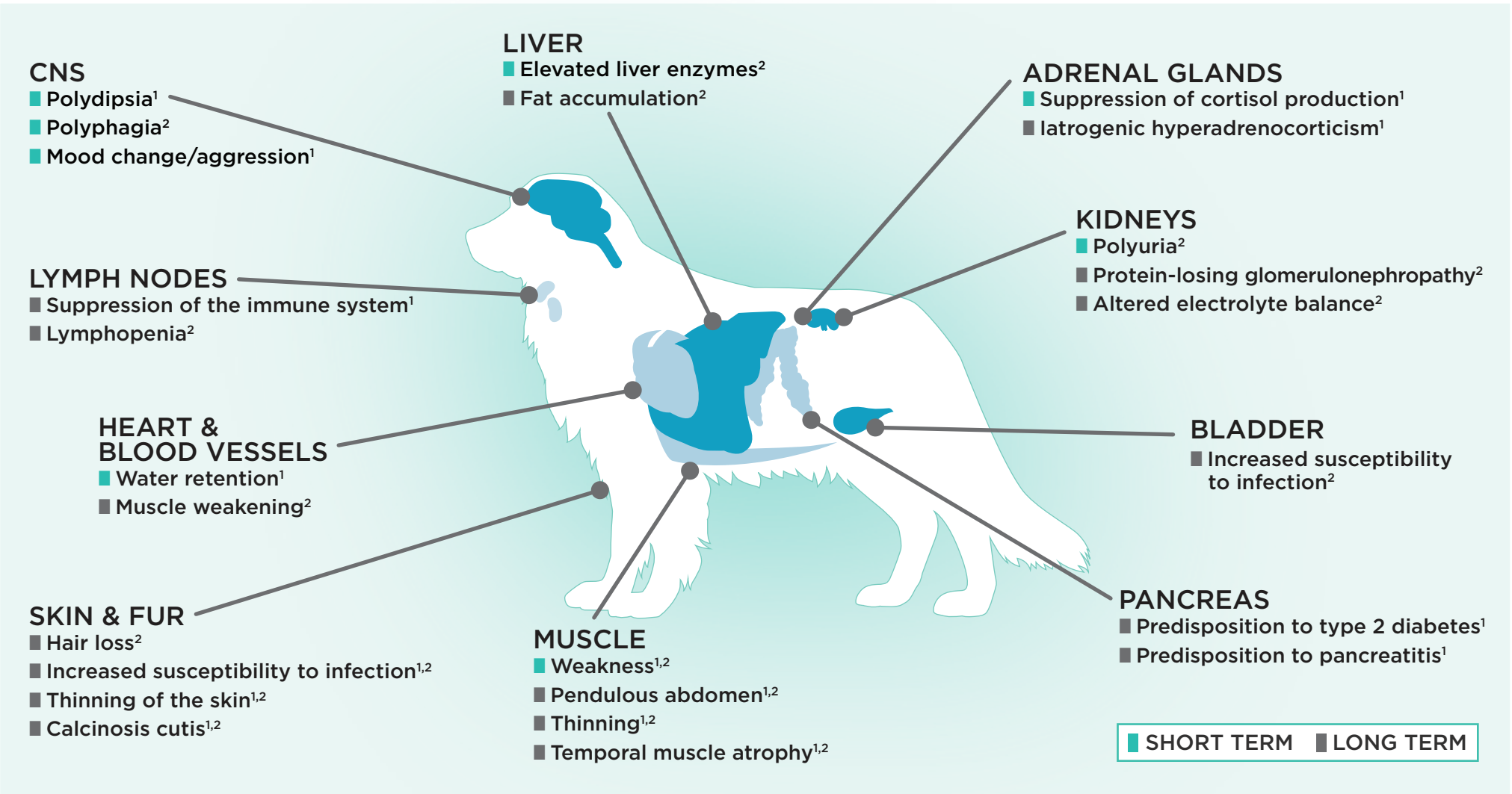


SHORT-TERM STEROID USE CAN CAUSE TROUBLING SIDE EFFECTS^{1,2}

- **Only 11%** of veterinarians report being satisfied with steroids for pruritus, yet many still routinely prescribe them for acute and first-time itch³
- **7 out of 10 dogs** presenting with first-time pruritus will eventually be diagnosed with chronic allergic itch³



References: 1. Edwards SH. *The Merck Veterinary Manual*. 11th ed. Kenilworth, NJ: Merck Sharp & Dohme Corp; 2014. <http://www.merckvetmanual.com/pharmacology/anti-inflammatory-agents/corticosteroids?qt=antiinflammatoryagents&alt=sh>. Accessed January 4, 2018. 2. Sousa CA. Glucocorticoids in veterinary dermatology. In: Bonagura JD, Twedt DC, eds. *Kirk's Current Veterinary Therapy*. 14th ed. St. Louis, MO: Saunders Elsevier; 2009:400-404. 3. Data on file, APOQUEL/CYTOPOINT Vet Tracker Wave 9, 2018, Zoetis Inc.