

Sometimes an **itch**,
is more than just an **itch**



TELL ME
ABOUT IT.

Find out if your dog has allergic itch
that may need medical treatment

APOQUELDOGS.COM

apoquel[®]
(oclacitinib tablet)

ITCH RELIEF WORTH
BARKING ABOUT.

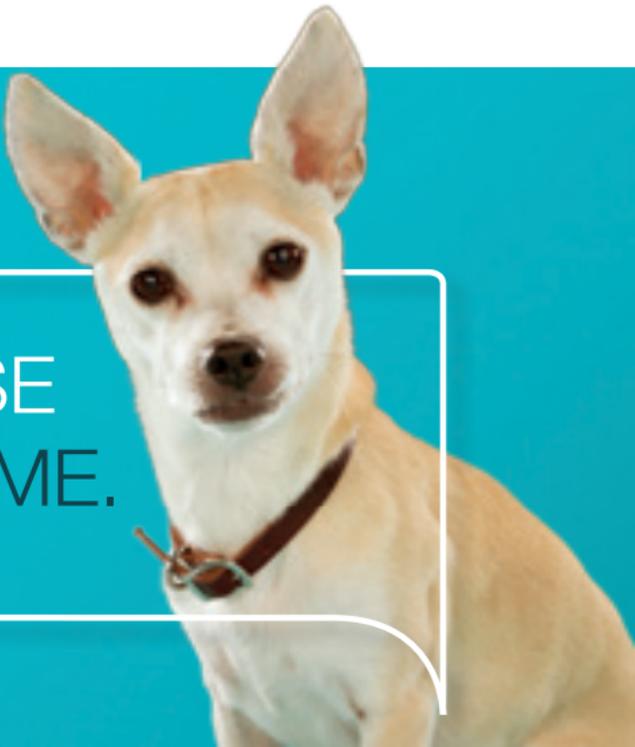
Dog itch may be a medical condition that needs treatment

All dogs itch sometimes. It's natural. But when you notice it happening more and more, it could be a sign of a medical condition. Only your veterinarian can help determine if your dog's itch is due to an infection, parasites, or allergies.

SO DON'T WAIT...IF YOUR DOG IS ITCHING, TALK TO YOUR VETERINARIAN TODAY.

It's important to get to the underlying cause to help stop annoying and irritating itch, to give your four-legged friend some much-needed relief. Then they can get back to cuddling, playing, and sleeping in peace—without having to scratch all the time.

Learn more about dog itch in this brochure.



PLEASE
HELP ME.

Your veterinarian can help get to the underlying cause of itching

WHAT YOU SHOULD LOOK FOR:

- ✓ Excessive licking, chewing, biting, or scratching
- ✓ Excessive rolling, rubbing, or scooting
- ✓ Foot chewing
- ✓ Hair loss
- ✓ Recurrent ear problems
- ✓ Changes in the skin, such as sores or darkened color
- ✓ Redness of the skin
- ✓ Body odor



If your dog's itching persists or he or she exhibits any of the signs listed above, don't wait. Itching can be a medical problem that needs attention.

Even though common at-home treatments such as oatmeal baths, lotions, or topical over-the-counter medicines may offer temporary relief of dog itch, they may not be getting to the root of the problem.

Your veterinarian will be able to tell you if a medical condition is the underlying cause, and whether a prescription medicine is required.

Talk to your veterinarian today.

apoque[®]
(oclacitinib tablet)

ITCH RELIEF WORTH
BARKING ABOUT.

APOQUEL® can help

IT'S A PRESCRIPTION TABLET THAT STOPS ALLERGIC ITCH—RIGHT AT THE SOURCE.

APOQUEL is a revolutionary medicine that works differently than other medicines. It goes right to the source—to stop the underlying cause of allergic itch in dogs 12 months and older.

Did you know that steroids can cause excessive urination?



APOQUEL IS NOT A STEROID.

It's an easy-to-administer tablet.

APOQUEL is available only by prescription from your veterinarian.

**Ask about APOQUEL today.
Your dog will thank you!**

THANKS,
APOQUEL.



FAST

APOQUEL starts relieving allergic itch in 4 hours—and controls it within 24 hours^{1,2}



SAFE

APOQUEL is safe, without many of the side effects associated with other medications, including steroids. You can even use it long term.^{3,4}



EFFECTIVE

APOQUEL works right at the source to stop itching and relieve inflammation. It is a prescription medicine used for the control of itch associated with allergic dermatitis and control of atopic dermatitis in dogs 12 months and older.

APOQUEL reduces dog itch and also decreases inflammation, redness, or swelling of the skin—so your dog feels better as quickly as possible.

apoquel[®]
(oclacitinib tablet)

ITCH RELIEF WORTH
BARKING ABOUT.

In studies, side effects from APOQUEL were mild and similar to those seen with placebo (sugar pills).

The most common side effects were vomiting and diarrhea. These occurred in only a small percentage of dogs treated with APOQUEL. These side effects usually stopped on their own.^{2,5}

With APOQUEL, your dog is less likely to suffer from the kinds of side effects often seen with other commonly prescribed medicines, including steroids. These include excessive drinking and urinating, panting, and weight gain.^{2,4,5}

APOQUEL is safe to use with many other common therapies, including³:

- Nonsteroidal anti-inflammatory drugs (NSAIDs) (e.g., carprofen)
- Vaccines (e.g., rabies)
- Allergy shots (e.g., allergen-specific immunotherapy)



apoquel[®]
(oclacitinib tablet)

ITCH RELIEF WORTH
BARKING ABOUT.

INDICATIONS

Control of pruritus (itching) 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. 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 enclosed in pocket.

References: 1. Gadeyne C, Little P, King VL, Edwards N, Davis K, Stegemann MR. 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):512-518, e86. doi: 10.1111/vde.12166. 2. 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. 3. Cosgrove SB, Cleaver DM, King VL, et al. Long-term compassionate use of oclacitinib in dogs with atopic and allergic skin disease: safety, efficacy and quality of life. *Vet Dermatol.* 2015;26(3):171-179, e35. 4. 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. 5. 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):587-597, e141-142. doi: 10.1111/vde.12088.

How to give APOQUEL® to your dog



APOQUEL COMES IN A CONVENIENT TABLET FORM.

Here's how it's administered:

- APOQUEL (oclacitinib tablet) can be given to your dog twice daily for up to 14 days. After 14 days, APOQUEL just needs to be administered once daily
- APOQUEL can be administered with or without food



KEEP TRACK OF THE ITCH. DOWNLOAD THE APOQUEL
ITCH TRACKER NOW AT APOQUELDOGS.COM/TRACKER

apoquel
(oclacitinib tablet)

ITCH RELIEF WORTH
BARKING ABOUT.

APOQUELDOGS.COM

zoetis

All trademarks are the property of Zoetis Services LLC
or a related company or a licensor unless otherwise noted.

© 2017 Zoetis Services LLC. All rights reserved. APQ-00459