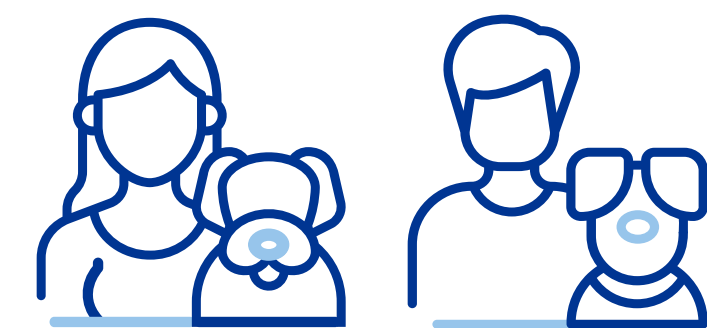


MAXIMIZE TREATMENT SUCCESS WITH A CYTOPLAN

Guide your clients through CYTOPOINT® treatment and ensure compliance

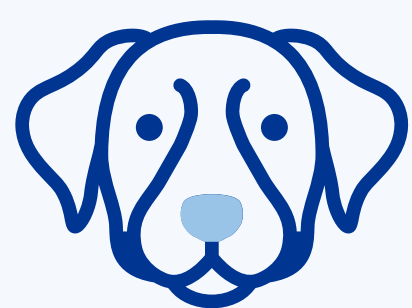


PET OWNERS ARE

7x

more likely to follow a clear treatment plan than an ambiguous recommendation¹

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 4-8 weeks as needed to maintain treatment success²

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. *JAVMA*. 2012;240(4):427-436. doi:10.2460/javma.240.4.427. 2. Data on file, Study Report No. C863R-US-12-018, 2014, Zoetis Inc.

OUR CYTOPLAN FOR:

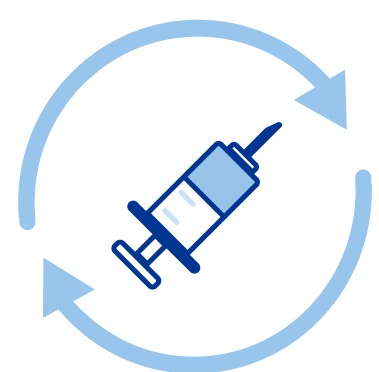
(patient's name)



Schedule a progress exam 4 weeks after the first CYTOPOINT® injection

Date of exam

 /



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

Receive CYTOPOINT 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 and food allergy

Call the practice with any questions about your

CYTOPLAN

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