

! Your dog
is itchy!!
!!



A monthly injection
for long-lasting relief

CYTOPOINT.

*Repeat administration monthly as needed in the individual patient.

My dog is itchy!

Itchy skin is a condition that can cause your dog stress and discomfort, and keep you and your dog up at night.

The good news is that it can be easily and effectively treated. However it is still important to identify the underlying cause triggering the itch.

What causes itchy skin?

Itchy skin in dogs can have many causes, such as:



parasites



infections



food
allergies



contact
allergies



atopic
dermatitis

What should you look out for?

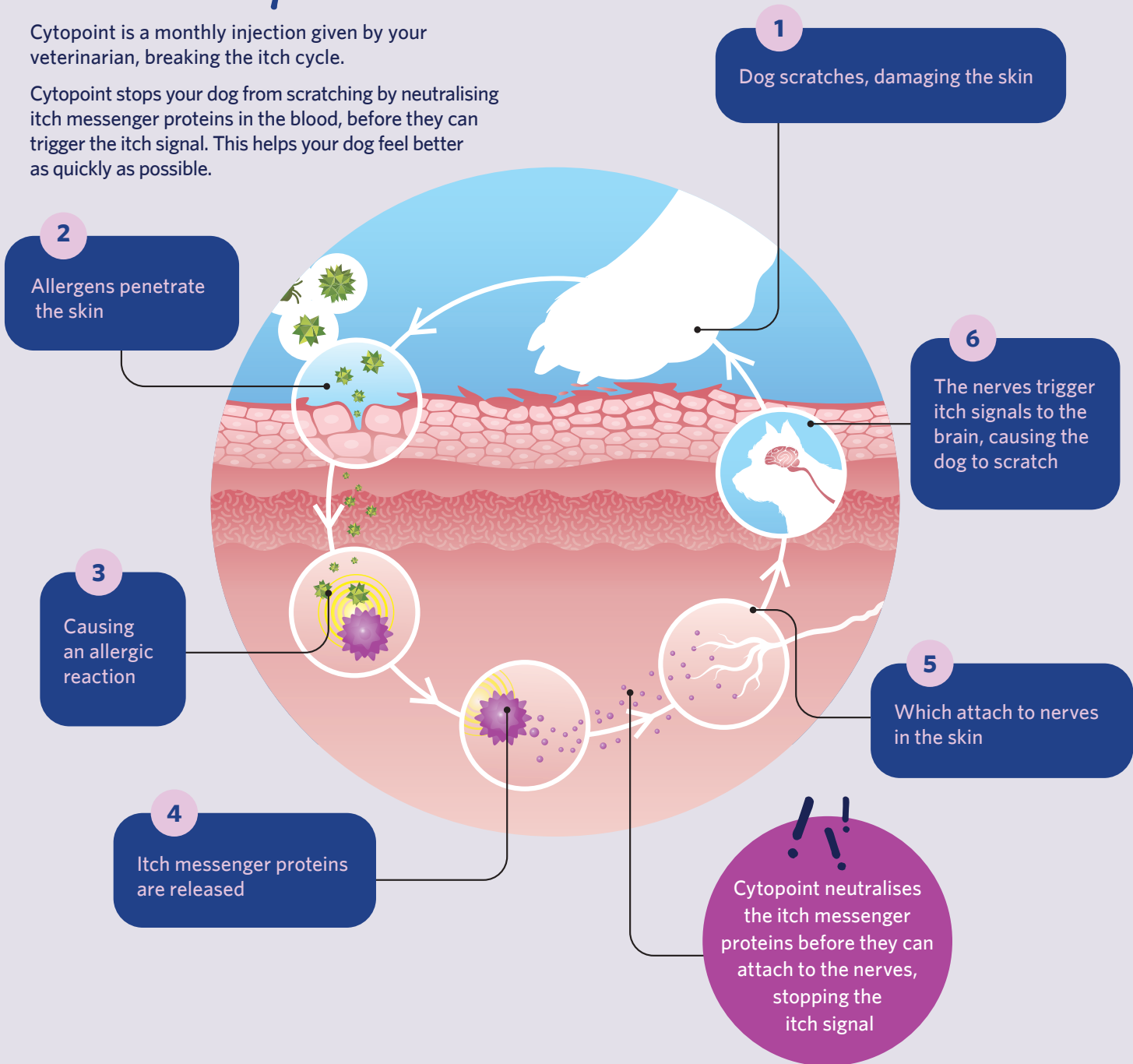
- ✓ Constant licking, chewing, biting, or scratching
- ✓ Excessive rolling, rubbing, or scooting
- ✓ Foot chewing
- ✓ Hair loss
- ✓ Recurrent ear problems
- ✓ Rashes or sores
- ✓ Changes in skin colour
- ✓ Unusual smell



The itch cycle

Cytopoint is a monthly injection given by your veterinarian, breaking the itch cycle.

Cytopoint stops your dog from scratching by neutralising itch messenger proteins in the blood, before they can trigger the itch signal. This helps your dog feel better as quickly as possible.



The benefits of Cytopoint



Latest technology

Cytopoint is a biological therapy – a new type of bio-pharmaceutical treatment that works like your dog’s immune system.

Cytopoint contains engineered antibodies specifically designed to target and neutralise one of the itch messenger proteins that trigger itch signals from the skin to your dog’s brain.¹ This helps reduce scratching so the skin has a chance to heal.



Fast

Studies show that after the first injection Cytopoint started to control itch after just 8 hours in some dogs.²



Convenient

Cytopoint is a convenient monthly injection administered by your veterinarian.



Safe

In a clinical study, the side-effects seen with Cytopoint were similar to those seen with a placebo injection (injections with no treatment at all).

Cytopoint is safe to use in dogs of any age, can be used with many other commonly used medications and in dogs with other diseases.³

Because Cytopoint is a biological therapy; it is naturally broken down and recycled by the body. It is not eliminated from the body via the liver or kidneys like many pharmaceutical drug products. This is one of the reasons Cytopoint can be regarded as a safer choice for your dog.



Treating the itchy dog

Itchy skin can be treated in 5 simple steps:

1 Stop the itch

Cytopoint is a fast acting monthly injection that provides rapid relief from itch. This will help to stop your dog from causing further damage to their skin.

2 Rule out parasites

To get the best results from Cytopoint anti-itch therapy, protect your dog from itch-causing parasites such as fleas and mites using monthly Simparica.

Simparica kills fleas fast, commencing within 3 hours.⁴

3 Treat skin infections

Itchy damaged skin can become infected more easily.⁵ Monitor your pet's skin for any signs of redness or rashes.

4 Food allergy trial

Sometimes itchy skin is caused by food allergy, and can be managed on diet alone. Speak to your veterinarian about conducting a food allergy trial.

5 Long term itch management

Itchy skin is often a chronic problem that may need to be managed for the rest of your dog's life. There are a few things you can do to make your dog more comfortable, such as weekly baths with a medicated shampoo and feeding a skin specific food, high in nutrients that support the skin.⁶

- ✓ Tasty & easy-to-give
- ✓ Kills fleas fast
- ✓ Treats mange & mites
- ✓ Works for 35 days



Did you know?



Even with the best treatment plan, occasional flare-ups of allergies can be unavoidable.

Ask your veterinarian about the **steroid-free, fast daily treatment.**

Tracking your dog's itch score

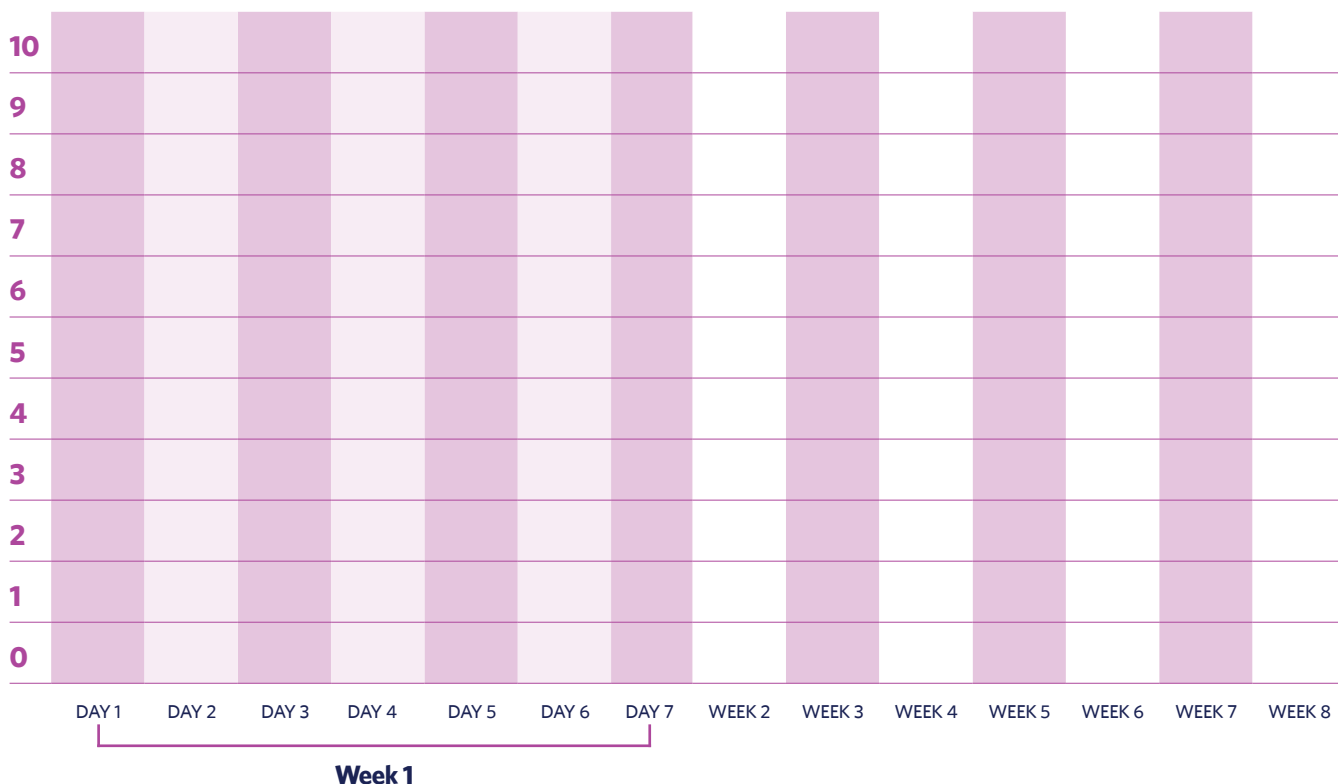
Even with the best treatment plan, occasional flare-ups of allergies can be unavoidable.

Track your dog's itch score to monitor for any flare-ups of their allergies.

If you notice an increase in your dog's itch score, make an appointment to see your veterinarian.

Show your veterinarian these results at your next visit.

10 Extremely severe itching	Dog is scratching, chewing, licking almost continuously. Itching practically never stops regardless of what else is happening around the dog.
8 Severe itching	Prolonged episodes of itching when the dog is awake. Itching occurs at night and also when eating, playing, exercising, or when otherwise distracted.
6 Moderate itching	Regular episodes of itching when the dog is awake. Itching might occur at night and wake the dog. No itching when eating.
4 Mild itching	Moderately frequent episodes of itching. There may be occasional episodes of itching at night. No itching when sleeping, eating, playing, exercise or being distracted.
2 Very mild itching	Occasional episodes of itching. The dog is slightly more itchy than before the problem began.
0 Normal dog	Itching is not a problem.



To maintain your dog's itch relief and overall skin health, it is important that you come back to the clinic for each scheduled injection.

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Treatment record

Date: _____



Other treatments: _____

Next appointment: _____

Cytopoint helps improve the quality of life for dogs and their families

Surveys of owners whose dogs have been treated with CYTOPOINT reflect that its effective, convenient, long-term itch relief has a positive effect on quality of life!

88%

Say they **would recommend** Cytopoint to a friend whose dog has atopic dermatitis⁸

87%

Say their **dog's quality of life has improved** since beginning treatment with Cytopoint⁸

86%

Say **their own quality of life** has improved since their dog began receiving Cytopoint⁸

Information for pet owners that have been prescribed Cytopoint by their veterinarian only. Not intended for sales or promotional purposes.

CYTOPOINT.

1. Gonzales AJ, Humphrey WR, Messamore JE, et al. Interleukin-31: its role in canine pruritus and naturally occurring canine atopic dermatitis. *Vet Dermatol.* 2013;24(1):48-53. doi:10.1111/j.1365-3164.2012.01098. 2. Data on file, Study Report No. C863R-US-12-018, Zoetis Inc. 3. Data on file, Study Report No. C961R-US-13-051, Zoetis LLC. 4. Six, Robert H., et al. "Evaluation of the speed of kill, effects on reproduction, and effectiveness in a simulated infested-home environment of sarolaner (Simparica™) against fleas on dogs." *Veterinary parasitology* 222 (2016): 23-27. 5. Santoro, Domenico, et al. "Pathogenesis of canine atopic dermatitis: skin barrier and host-micro organism interaction." *Veterinary Dermatology* 26.2 (2015): 84-e25. 6. Australian Veterinary Dermatology Advisory Panel Guidelines, Second Edition 2018. 7. Gadeyne, C. et al., Efficacy and safety 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: 512-e86. 8. Data on file, Pet Owner Submissions, August 2016, Zoetis LLC.

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