

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

apoquel
(oclacitinib tablet)

Simparica TRIO
(sarolaner, moxidectin, and pyrantel
chewable tablets)

convenia[®]
cefovecin sodium

apoquel
(oclacitinib tablet)

and/or

CYTOPOINT

**Start with
foundational relief**

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

apoquel and/or **CYTOPOINT**
(oclacitinib tablet)

**Plan for long-term
management**

Achieve a diagnosis and provide individualized care to protect the bonds that matter most

DIAGNOSIS BEGINS WITH RELIEF

When getting to the underlying cause of a dog's itch, it's important to provide relief while completing the diagnostic work-up that leads to a tailored treatment plan for each pet and each owner.



Tailor your approach with the 2 best-in-class options for allergic itch relief

apoquel[®]
(oclacitinib tablet)
FIRST TIME, EVERY TIME

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 therapy^{3*}
- 🐾 Allows flexibility to **stop and start control of pruritus quickly**—as necessary—for assessments during the diagnostic workup (eg, flea and food trials)

APOQUEL is a great choice for:

- ✓ rapid itch relief¹
- ✓ start-and-stop itch control
- ✓ use during diagnostic tests⁴
- ✓ dogs at least 12 months of age
- ✓ management of pruritic flares
- ✓ short- and long-term management of itch

*The use of APOQUEL has not been evaluated in combination with other systemic immunosuppressants, such as corticosteroids and cyclosporine.

CYTOPOINT[®]
ONE INJECTION. LASTING RELIEF.

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 compliance⁵

CYTOPOINT is a great choice for:

- ✓ dogs who are difficult to pill or cases in which owner compliance is a concern
- ✓ dogs with comorbidities
- ✓ owners who seek non-drug therapy
- ✓ 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.