



NOW AVAILABLE IN A TASTY CHEW

!!
Your dog
is itchy!

The steroid-free, fast daily treatment

apoquel
chewable
oclacitinib

apoquel
oclacitinib

My dog is itchy!

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

The good news is that it can often 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

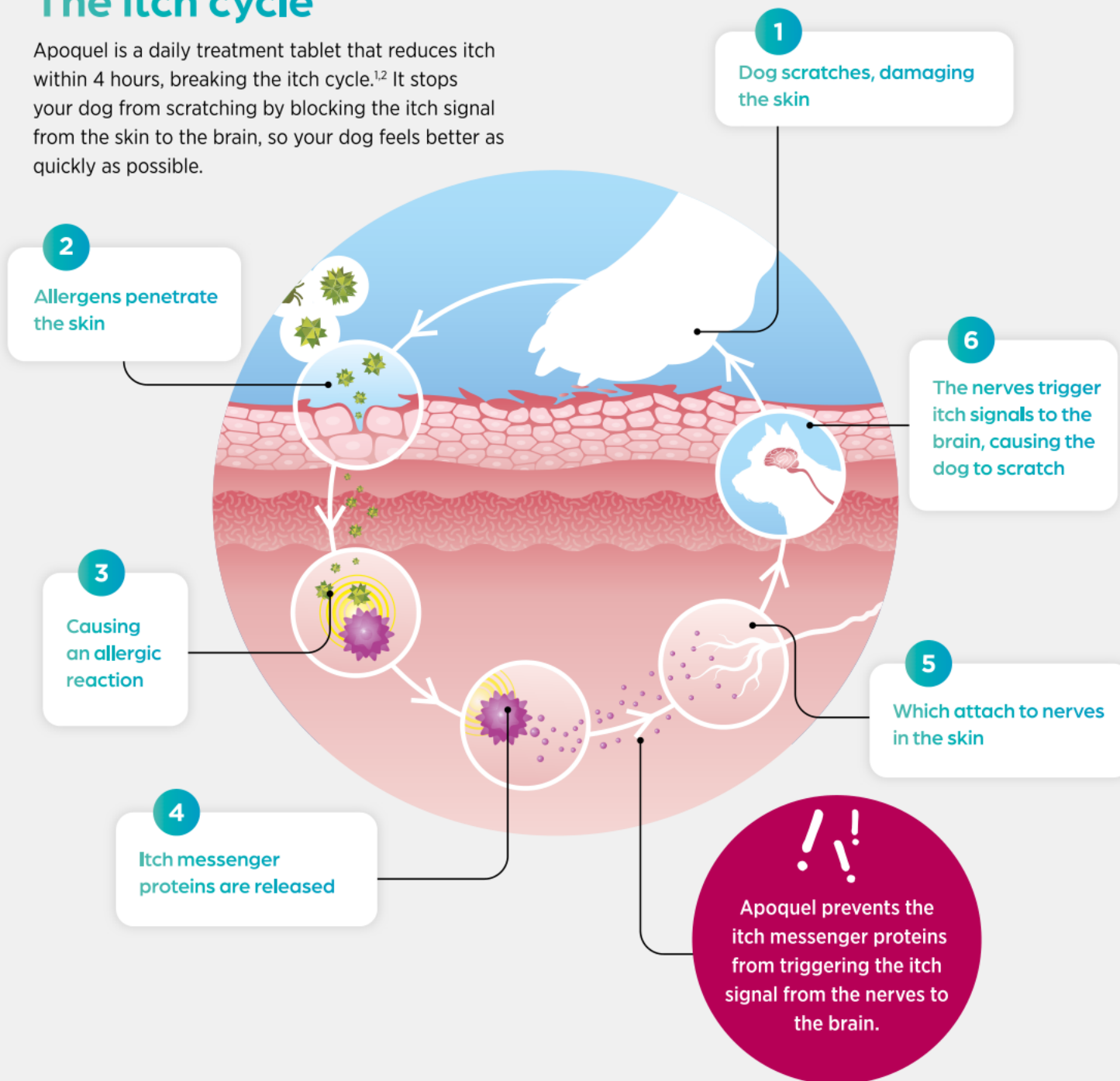
What should you look out for?

- ✓ Frequent 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

Apoquel is a daily treatment tablet that reduces itch within 4 hours, breaking the itch cycle.^{1,2} It stops your dog from scratching by blocking the itch signal from the skin to the brain, so your dog feels better as quickly as possible.



The benefits of Apoquel



Fast

Apoquel starts relieving allergic itch in just 4 hours.^{1,2}



Effective

Apoquel can be used for a few days to provide short-term itch relief or as a long term treatment to manage ongoing itchy skin.



Flexible

Apoquel can be used long term to manage chronic itch, or short term to manage intermittent or seasonal itch. Short courses of Apoquel can help reduce allergic itch associated with conditions such as hot spots or ear infections, whilst these are being treated.

New tasty chewable formula

Apoquel Chewable provides a palatable convenient and easy treatment option for you and your dog.



Small



Medium



Large



Safe

Apoquel is safe^{3,4} without many of the side effects associated with steroids. In studies, side effects from Apoquel were mild and similar to those seen with placebo (sugar pills).

Side-effects are rare and were seen in less than 3% of dogs treated with Apoquel. In these cases side-effects included vomiting and diarrhoea, which resolved on their own whilst the Apoquel treatment continued.



Treating the itchy dog

Itchy skin can be treated in 5 simple steps:

#1 Stop the itch

Apoquel is a fast acting daily treatment 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 Apoquel anti-itch therapy, protect your dog from fleas and mites using monthly Simparica.

Simparica kills fleas fast, starting within 3 hours.⁵

#3 Treat skin infections

Itchy damaged skin can become infected more easily.⁶ Monitor your pet's skin for any signs of redness or rashes.

#4 Food allergy trial

Sometimes itchy skin is caused by a 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.⁷

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

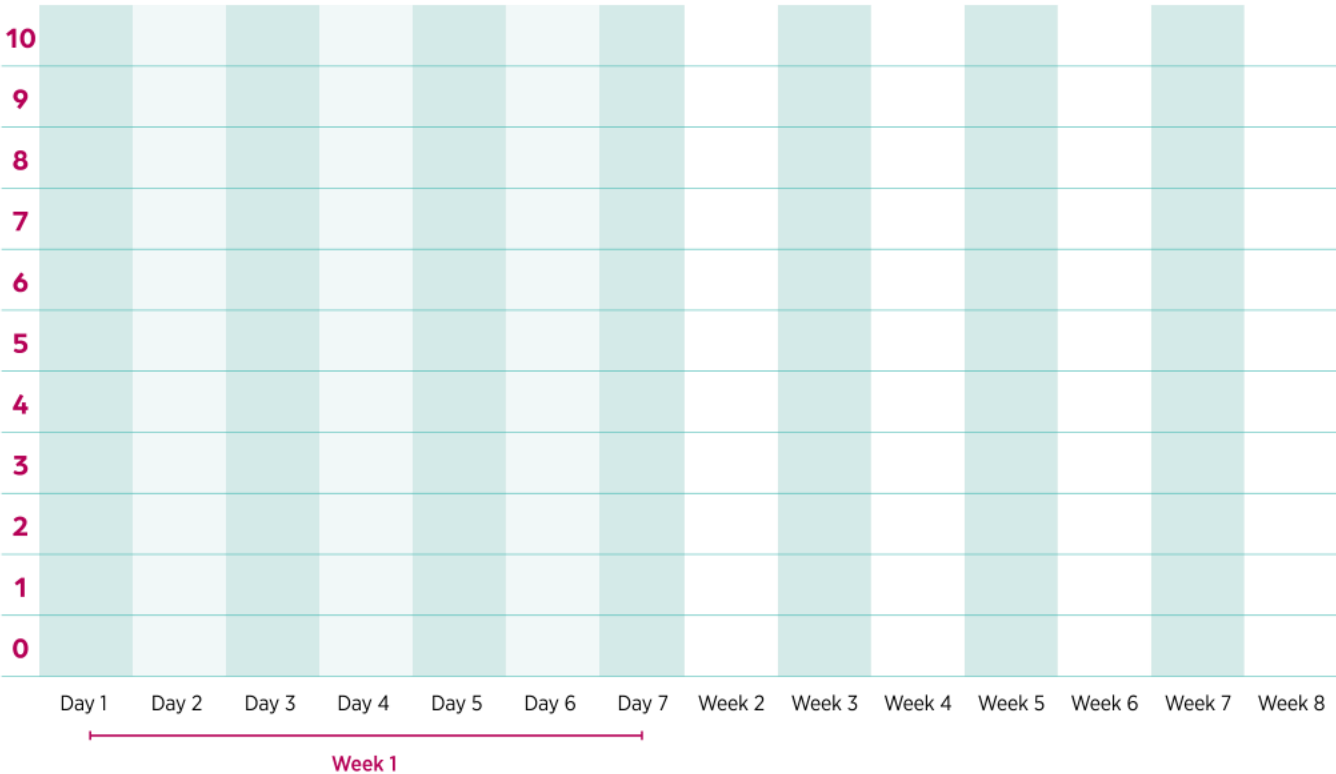


Tracking your dog's itch score

Even with the best treatment plan, occasional flare-ups of allergies, parasites or infections can occur.

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

Are you finding it difficult to medicate your itchy dog?

With a range of convenient and effective itch treatment options now available, including chewable tablets and monthly injections, it's a good time to check in with your veterinarian about the appropriate formulation for your dog.



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

1. Gadeyne C, Little P, King VL, et al. 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. doi:10.1111/vde.12166.
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3. Cosgrove S 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: 479-e114.
4. Cosgrove, S. 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: 171-e35.
5. 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.
6. Santoro, Domenico, et al. "Pathogenesis of canine atopic dermatitis: skin barrier and host-micro organism interaction." *Veterinary Dermatology* 26.2 (2015): 84-e25.
7. Australian Veterinary Dermatology Advisory Panel Guidelines, Second Edition 2018.