

# Creating individualised care plans for your canine dermatology patients

With proven solutions from Zoetis

Your trusted partner in providing a **source of comfort** for itchy dogs

CYTOPOINT.

apoquel<sup>®</sup>  
chewable

apoquel<sup>®</sup>

zoetis



# The Zoetis portfolio provides you with options to meet both dog and owner's needs

## Anchor Therapy

Stop the itch and provide comfort

CYTOPOINT.

apoquel<sup>®</sup>  
chewable

apoquel<sup>®</sup>

## Parasite Control & Infection Therapies

Ruling out parasites and infection is critical to ensuring the success of your treatment plan

### Parasite Control

**SimparicaTRIO**  
isoxazoline

### Infection Treatment (yeast & bacteria)

Use appropriate infection control based on cytology

## Adjunct Therapies

Allergic and atopic dermatitis patients commonly have skin barrier defects and may also experience dysbiosis of the skin microbiome.

This may warrant the use of adjunct therapies such as shampoos, conditioners, ear treatments and supplements.

# Choose From Trusted Anchor Therapies to Provide Individualised Care

With Zoetis' range of **proven anchor therapies**, you can recommend effective treatments that bring comfort to each individual dog and their owner at every moment of their skincare journey.



**apoquel**  
chewable

**apoquel**

The trusted solution that delivers fast-acting relief from allergic and atopic dermatitis



Works fast, starting to provide itch relief within 3 hours<sup>1</sup>



Apoquel Chewable makes administration easy and enjoyable for dogs and their owners



Carefully developed with JAK1 selectivity to deliver a safety profile that has been demonstrated through years of clinical use



**CYTOPOINT**

The groundbreaking monoclonal antibody treatment for lasting relief from allergic and atopic dermatitis



A month of relief with a single in-clinic injection, giving pet owners one less thing to manage at home



Reduces the incidence of flare-ups in dogs<sup>2</sup>



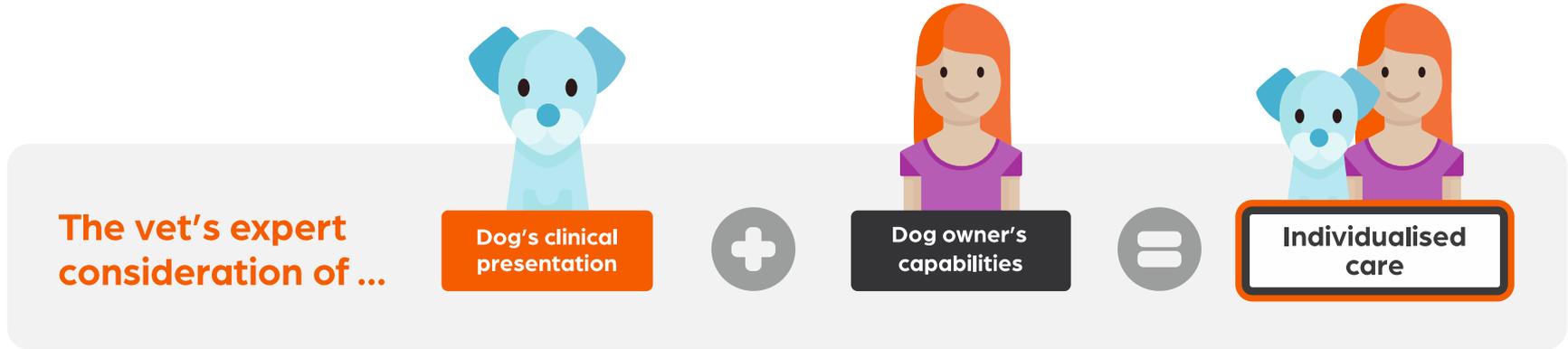
Proven safety profile for dogs of all ages, including those with comorbidities

**zoetis**

# Providing a Proven Source of Comfort for Itchy Dogs and Their Owners

Allergic and atopic dermatitis cases can be challenging—the skin is dynamic, and no two patients are the same.

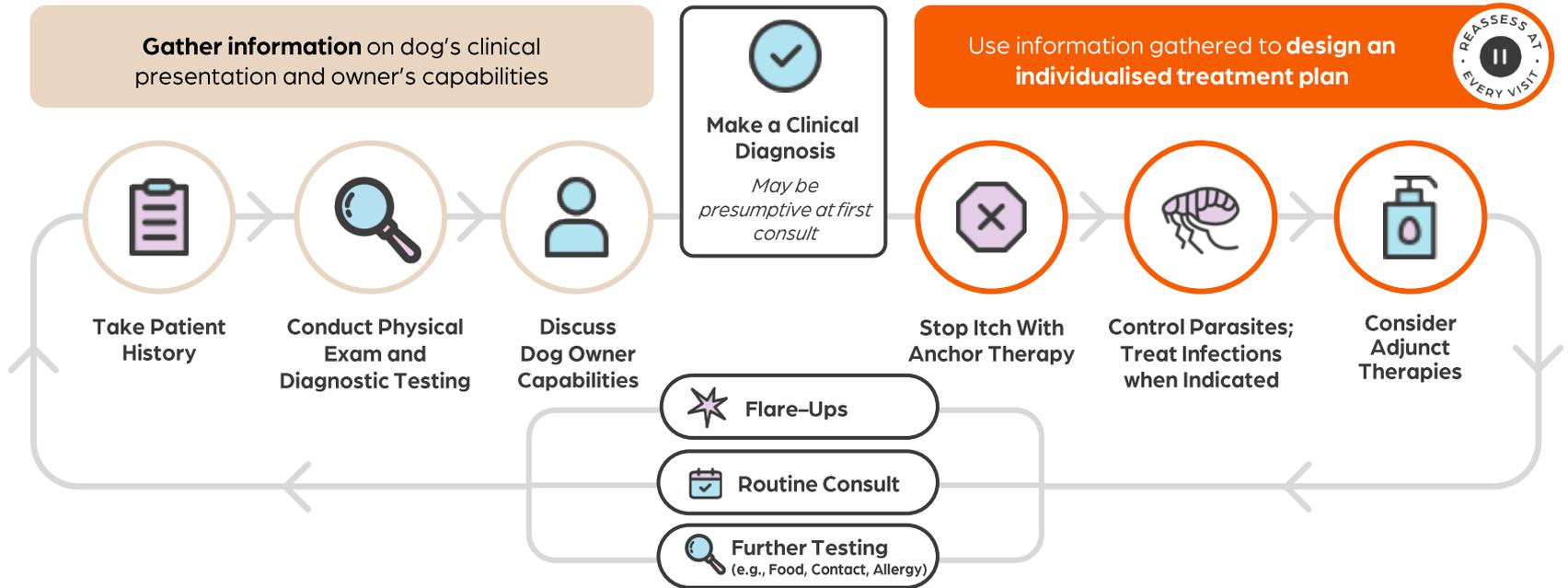
This guide will help you confidently address the question **'What is the most appropriate treatment plan for this patient and this owner, at this moment in time?'**



The dog owner is your partner on this journey to comfort. Designing a treatment plan that they can effectively manage at home is an important part of your success.

# Approaching Your Dermatology Consults With Individualised Care in Mind

From the initial workup to ongoing care, every consult is an opportunity to evaluate the treatment plan and adjust as needed to ensure it is effective for **THIS patient** and **THIS owner** at **THIS moment** in time.



# Gathering Information on the Dog's Clinical Presentation and Owner's Capabilities

Taking the patient's history, performing a physical exam & diagnostic testing, and understanding the dog owner's capabilities will provide **signals** to help you confidently recommend the most effective treatment plan for each dog and owner at every consult.



## Patient History

### SIGNALS FOR TREATMENT PLAN

History of comorbidities

Dog's age

Duration of skin problem – acute or ongoing

History of consistent, effective parasite control



Scan for a complete patient history questionnaire



## Physical Exam & Diagnostic Testing

### SIGNALS FOR TREATMENT PLAN

Signs of parasite infestation (fleas & mites)

Signs of skin infection (bacteria & yeast)

Signs of allergic/atopic dermatitis (acute or ongoing)

### vetscan IMAGYST

Provides you with accurate diagnostic test results in minutes, creating efficiencies at every consult.



## Dog Owner Capabilities

### SIGNALS FOR TREATMENT PLAN

Preference for oral or injectable treatment

Preference for at-home or in-clinic administration

Ability to administer medications daily or via a monthly vet appointment

Preference for a treat-style format

### Consult Visual Aids

Ask your Zoetis representative for pet owner communication tools to support your Dermatology consultations.

# Making a Diagnosis of Allergic or Atopic Dermatitis

Diagnosing the underlying cause of each patient's itch is an important part of recommending an effective treatment plan. Initially, your diagnosis may be presumptive, as you gather more information about the patient. With Zoetis' range of proven solutions, you can keep dogs and owners comfortable throughout the diagnostic process.



## POTENTIAL DIAGNOSES

### Acute allergic dermatitis

Requiring a short course of treatment\*

Flea allergy dermatitis

'Hot Spots'

Contact Allergy

### Atopic dermatitis

Requiring ongoing treatment

House dust mite

Pollen

Mould

### Food Hypersensitivity

When ongoing itch is being investigated, consider whether a food allergy may be present.

**apoquel** Film-Coated Tablets and **CYTOPOINT** can be used to keep dogs comfortable during a food trial without interfering in the diagnostic process.



Download our food trial guide by scanning the QR code

\*These conditions often require revisits or intermittent short courses as patients are prone to flare-ups.

# Designing and Revising Individualised Treatment Plans

Use the **signals** gathered from the patient's history, physical exam, diagnostic testing and discussion with the dog owner to select the **Anchor Therapy** that is most appropriate for the individual dog and owner at this moment in time. **These should be revisited at every consult.**



## STOP ITCH WITH A PROVEN ANCHOR THERAPY

**apoquel**  
chewable

**apoquel**

Apoquel provides fast-acting relief from itch and inflammation

Needs acute itch relief including initial consults or flare-ups

Dogs over 1 year of age

Short-course or start-stop therapy indicated

Can manage daily oral administration

Prefers at-home administration

Prefers a treat-style format

**CYTOPOINT.**

Cytopoint provides lasting relief with a single in-clinic injection

Needs ongoing relief of 4+ weeks

Dogs of any age

Best choice for dogs with comorbidities

Struggles with daily administration

Seeking ways to simplify at-home management

Prefers vet visit and administration

SIGNALS GATHERED



Vaccines can be safely administered to patients receiving Apoquel Chewable, Apoquel or Cytopoint

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# Designing and Revising Individualised Treatment Plans



Controlling parasites and treating infections (when present) are critical components of a successful treatment plan for allergic and atopic dermatitis. **These should also be reviewed at every consult.**



## CONTROL PARASITES & TREAT INFECTIONS

### SimparicaTRIO®

Every treatment plan should include an isoxazoline for parasite control.

Inconsistent or no parasiticide use at home

Use of a parasiticide that lacks efficacy

Physical exam reveals signs of parasite infestation; e.g., positive for mites on skin scrape

### INFECTION TREATMENTS

Provide appropriate treatment if indicated, based on cytology/bacterial culture and sensitivity testing

In patients that develop secondary infections, prevention of recurrence with topical antimicrobials rather than systemic treatment forms a very important component of long-term management.

Evidence of infection (bacteria and yeast)

Otitis externa



Refer to AIDAP Antibiotic Prescribing Guidelines

SIGNALS GATHERED



# Ongoing Care and Management of Flare-Ups

Allergic and atopic dermatitis are dynamic conditions – the dog’s skin changes over time, as can dog owner circumstances. That’s why it’s important to gather information that will help you **review the individual treatment plan at every consult** and make adjustments as necessary.



## Flare-Ups

Flare-ups are the primary reason for most unscheduled revisits. It's important to prepare pet owners that flare-ups can occur even when an effective individual treatment plan is in place.

During a revisit for a flare-up, follow the same process to gather information, reconfirm your diagnosis and adjust the treatment plan as needed.

Flare-ups may require an adjustment to the treatment plan to quickly return the dog – and owner – to comfort. For example, a dog on Cytopoint may benefit from a short course of Apoquel Chewable for fast-acting relief from itch and inflammation. Or a dog on once-daily Apoquel may benefit from a short-course of twice daily treatment (up to 14 days).

**Cytopoint** reduces the incidence of flare-ups in dogs<sup>2</sup>



## Recommended Pet Owner Resources

Many dogs will require ongoing management for allergic and atopic dermatitis. Zoetis provides resources to support you in engaging and educating pet owners in the successful management of their dog's skin.

Did you know **83% of human learning occurs visually** and only 11% through hearing alone<sup>3</sup>? Consider combining visual aids and spoken information enhances recall and retention.

### "Stay Alert for Flare-Ups" handout

To help pet owners learn more about flare-ups and track their dog's daily itch progress.



**Speak to your Zoetis Representative to access additional pet owner resources**

# Meeting Individual Needs at Every Step

Apoquel and Cytopoint have **proven efficacy** and **demonstrated safety** from years of clinical use in millions of dogs worldwide, so you can feel confident recommending them to the patients in your care.

CYTOPOINT.		
 FOR PETS	 FOR DOG OWNERS	 FOR VETS
<ul style="list-style-type: none"><li>• Delivers lasting relief from itch</li><li>• No daily oral treatment</li><li>• Targeted safety, with no steroid side effects</li><li>• Reduces the probability of flare-ups<sup>2</sup></li></ul>	<ul style="list-style-type: none"><li>• Worry-free, lasting comfort for their dog</li><li>• Simplifies management – in-clinic injection gives owners one less thing to manage at home</li><li>• Demonstrated safety profile for peace of mind</li><li>• Provides a non-drug solution</li></ul>	<ul style="list-style-type: none"><li>• Prescribe with confidence – proven efficacy and demonstrated safety from a trusted partner</li><li>• Provide dog owners with a simplified management option that also improves compliance</li><li>• Encourages monthly revisits, allowing you to proactively manage the patient's skin</li><li>• No withdrawal time needed for allergy testing or vaccination</li></ul>

apoquel <sup>®</sup> chewable		apoquel <sup>®</sup>
 FOR PETS	 FOR DOG OWNERS	 FOR VETS
<ul style="list-style-type: none"><li>• Fast-acting, proven relief from itch and inflammation<sup>4</sup></li><li>• Chewable tablet makes treatment a treat – creating an enjoyable experience</li><li>• No steroid side effects</li></ul>	<ul style="list-style-type: none"><li>• Starts to provide relief within 3 hours<sup>1</sup></li><li>• Demonstrated safety profile for peace of mind</li><li>• Easy and enjoyable to administer with a treat-style format</li></ul>	<ul style="list-style-type: none"><li>• Prescribe with confidence – proven efficacy and demonstrated safety with support from a trusted partner</li><li>• Flexible dosing to meet each dog's individual needs</li><li>• Brings reliable relief to dogs and owners, fast</li><li>• No withdrawal time needed for allergy testing or vaccination</li></ul>

# Your Trusted Partner for Proven Dermatology Solutions

Zoetis offers you an extensive range of **trusted solutions** that support you in providing individualised care, bringing comfort to itchy dogs and their owners. Reach out to your Zoetis representative for more information or access to our support services and materials.

## THE ZOETIS CANINE DERMATOLOGY PORTFOLIO

### ALLERGIC / ATOPIC DERMATITIS

CYTOPOINT.

apoquel  
chewable

apoquel

### PARASITICIDES

Simparica TRIO®

Simparica

### ANTI-INFECTIVES

Clavulox

Cephaforte

VibraVet Paste  
(doxycycline monohydrate)

JUROCLAV

ANTIROBE  
(sitramoxen hydrochloride)

Zeniquin  
(marbofloxacin)



## SERVICES & SUPPORT



### vetscan IMAGYST

Provides you with accurate diagnostic test results in minutes, creating efficiencies at every consult.



Zoetis are proud to bring you the latest Veterinary Guidelines for treating and managing the pruritic dog.

### FREE Dermatology case support service

Complimentary Dermatology second opinion service for Zoetis customers with Veterinary dermatologist Dr Dani Hoolahan.

### Veterinary Clinic & Consult Resources

Ask your Zoetis representative for digital and print copies of point-of-care and clinic tools that can support your consultations.

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## Contact us:

Service available 8am – 6pm  
(7pm AEDT during daylight savings):

P: 1800 022 442

E: [customerservice.au@zoetis.com](mailto:customerservice.au@zoetis.com)

**Zoetis Direct:** [shop.zoetis.com.au](https://shop.zoetis.com.au)

**Zoetis Product Website:** [www.zoetis.com.au](https://www.zoetis.com.au)

## Zoetis Product Support:

P: 1800 814 883

E: [productsupport.au@zoetis.com](mailto:productsupport.au@zoetis.com)

1. Speed of onset measured in a laboratory study: Fleck, T., Norris, L., King, V., Lesman, S., & Gonzales, A. J. (2022). Speed of onset of a new chewable formulation of oclacitinib maleate (Apoquel®) in a canine model of IL-31-induced pruritus. *Journal of Veterinary Pharmacology and Therapeutics*, 45, 380–384. <https://doi.org/10.1111/jvp.13065> From this manuscript: Evaluation of the onset of action of oclacitinib film-coated tablets (FTC) and oclacitinib chewable tablets demonstrated that a single oral dose of oclacitinib FCT (T02) or oclacitinib chewable tablet (T03) at 0.4–0.6 mg/kg significantly reduced total pruritus score in the canine model of IL-31 induced pruritus 1–3 h post-dosing compared to the control (T01;  $p = .0069$  and  $.0113$ , respectively).
2. Gober, M., Amodie, D., Mellencamp, M. et al. Long term use of lokivetmab (Cytoint®) in atopic dogs. *BMC Vet Res* 21, 203 (2025).
3. Ghulam Shabiralyani, Khuram Shahzad Hasan, Naqvi Hamad, Nadeem Iqbal, University Faisalabad, Punjab Pakistan. Impact of Visual Aids in Enhancing the Learning Process Case Research, District Dera Ghazi Khan. *Journal of Education and Practice*, Vol.6, No.19, 2015
4. 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-e86.

