

Looking for treatment options for your itchy dog?



Is your dog scratching? Does your dog keep you up at night with sounds of chewing and licking? It might be canine atopic dermatitis, a common allergic disease affecting 10% of dogs worldwide.¹ Answer the questions below and share your responses with your veterinarian. Together you can find the cause of the itch and treatment options that work—for your dog, and for you.

Yes No Sometimes

Signs of possible canine atopic dermatitis:

- My dog has been diagnosed with allergies, atopy or atopic dermatitis Y N S
- My dog has hair loss, a rash or skin that is itchy, red, scaly or irritated Y N S
- My dog has experienced ear irritation/infections or skin infections, or recurrent ear problems Y N S

Relationship/Bond:

- The scratching is disruptive to my dog's life Y N S
- My dog can't seem to get comfortable at night and the scratching keeps my dog (or me) awake Y N S
- The current treatment for my dog's skin disease has side effects or the treatment schedule is disruptive to our relationship Y N S
- My dog and I can't play as much as we used to due to his/her scratching Y N S
- My dog's scratching is disruptive to my life Y N S

Impact of treatment:

I have tried the following to relieve my dog's itch (check all that apply):

- Topicals (shampoo, creams, rinses, etc)
- Cream
- Steroids
- Antihistamines
- Antibiotics
- Antifungals
- Allergy shot
- Other

Treatments for itch have had the following results (check all that apply):

- Did not control itch well enough
- Did not control itch long enough
- Upset stomach from oral meds (vomiting and diarrhea)
- Increased thirst
- Increased urination
- Change in behavior
- Difficult to maintain
- Other

The reality of treatment:

- My dog does not enjoy taking pills, even in food or treats Y N S
- I cannot apply topical treatments to my dog as frequently as instructed or they are too messy Y N S
- Giving medication to my dog on a daily basis is challenging Y N S
- Giving medication on a daily basis is difficult to maintain long-term Y N S

Other things to consider:

- My dog is under 12 years of age Y N
- I am interested in a biological treatment that works like my dog's immune system rather than traditional pharmaceuticals Y N S
- My dog has other conditions or diseases besides itchy skin (check all that apply):
 - Diabetes
 - Cushing's disease
 - Chronic infections
 - Pancreatitis
 - Gastrointestinal issues (eg, ulcers)
 - Cancer
 - Demodex
 - Other:
- I prefer my dog **not to** be on steroids Y N S
- I am willing to visit my veterinarian every 4 to 8 weeks for an injection Y N S

If your dog has atopic dermatitis, talk to your veterinarian to see how CYTOPOINT™ can help improve the quality of life for you and your dog.

If CYTOPOINT is not right for you, Zoetis offers a variety of options to treat canine skin diseases. Please visit us at www.zoetis.com to find out more.

Reference: 1. Nuttall T, Uri M, Halliwell R. Canine atopic dermatitis—what have we learned? *Vet Rec.* 2013;172(8):201-207. doi:10.1136/vr.f1134.

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