

LASTING LOVE DESERVES LASTING RELIEF



1 **CYTOPOINT** INJECTION PROVIDES
4 TO 8 WEEKS OF ALLERGIC ITCH RELIEF*

CYTOPOINT®

Cytopoint has been shown to be effective for the treatment of dogs against allergic and atopic dermatitis.

*Repeat administration every 4 to 8 weeks as needed in the individual patient.†

WHAT ARE THE SIGNS OF SKIN ALLERGIES IN DOGS?



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If you notice your dog is constantly licking, chewing, biting, or scratching, it could be due to skin allergies. Like people, dogs can be allergic to substances (allergens) in the environment, such as pollen or mold. These seasonal allergens can cause a dog to act itchy and may require treatment. Ongoing treatment is usually necessary if the signs of allergies are becoming more frequent throughout the year and/or are increasing in severity.

Dogs with persistent itch due to environmental allergens are often diagnosed with atopic dermatitis, a chronic inflammatory skin condition affecting up to 10% of dogs worldwide.² Unfortunately, over time, this condition can get worse and impact your dog's quality of life.

Allergic and atopic dermatitis are conditions that require a diagnosis by your veterinarian in order to get the best treatment for your dog.

Your dog's skin can become red, scaly, and irritated—signs that the normal, healthy skin barrier is damaged.³ Left untreated, damaged skin can become infected and require additional medications to resolve skin infections caused by bacteria and yeast.

Skin allergies can impact your dog's routines and favorite activities. Dogs with allergic itch may also lose interest in playing or wake their owners up at night with the constant sounds of licking, chewing, and scratching.⁴

GOOD NEWS:

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Your allergic dog can get relief and enjoy life again—just ask your veterinarian!

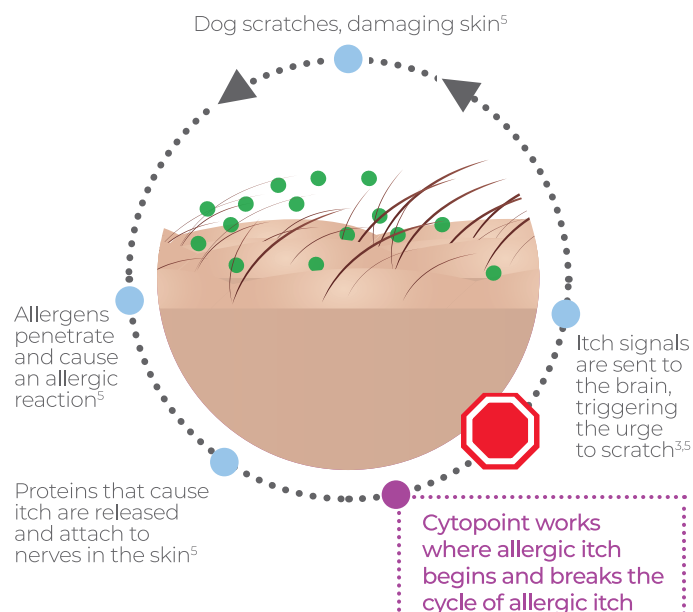
WHAT IS CYTOPOINT®?

Cytopoint is a safe, effective, long-lasting treatment for dogs with allergic or atopic dermatitis. Cytopoint starts controlling allergic itch within 1 day and relieves scratching, chewing, licking, and biting of the skin for up to 8 weeks.*¹ In a study, Cytopoint helped damaged skin to begin healing within 7 days.¹

*Repeat administration every 4 to 8 weeks as needed in the individual patient.¹



Cytopoint works like your dog's own immune system to block one of the signals that triggers allergic itch.



CYTOPOINT



SAFE, LONG- LASTING RELIEF.

Safe for dogs of all ages

Cytopoint is safe to use in dogs of any age. It can also be used in combination with many other commonly used medications, and in dogs with other diseases.⁶ Because Cytopoint is a protein⁷ and not a chemical, it is naturally broken down and recycled by the body—meaning it does not put pressure on the liver and kidneys.

Knowing when it's time for the next injection

Your veterinarian may schedule a progress exam 4 weeks after the first injection to evaluate how your dog is doing and when he or she will need the next Cytopoint injection. However, every dog is different, so monitoring your dog's allergic itch is important. The attached Allergy Tracker can help you keep on top of your dog's behavior.



**The Skin Allergy Tracker can
help you monitor your
dog's allergic itch.**

Simply follow the directions
to track your dog's behavior.
Then bring the chart to your
dog's next appointment to
discuss treatment results.

KEEP TRACK OF ALLERGIC ITCH SIGNS

Week 1: Rate your dog's behavior every day and record it based on the rating system supplied.
*See the next page for a list of signs.

Weeks 2 to 8: Rate your dog's behavior just once a week, on the same day each week. Put a "dot" in the appropriate column that best describes your dog's behavior. When the dots are connected, you and your veterinarian will see the progress during treatment and how long the injection treated your dog's allergic dermatitis.



Skin Allergy Tracker

CYTOPOINT®

[dog's name]

| | | | | | | | | | | | | | | | | | | | |
|------------------|-----|------------------------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--|--|--|--|
| Extremely severe | 100 | | | | | | | | | | | | | | | | | | |
| Severe | 80 | | | | | | | | | | | | | | | | | | |
| Moderate | 60 | | | | | | | | | | | | | | | | | | |
| Mild | 40 | | | | | | | | | | | | | | | | | | |
| Very mild | 20 | | | | | | | | | | | | | | | | | | |
| Normal dog | 0 | | | | | | | | | | | | | | | | | | |
| | | Day 1 | Day 2 | Day 3 | Day 4 | Day 5 | Day 6 | Day 7 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | | | | |
| | | ▲ Week 1 | | | | | | | | | | | | | | | | | |
| | | Injection administered | | | | | | | | | | | | | | | | | |

Quality of Life

How does allergic itch affect your dog's quality of life?

Consider how everyday activities are impacted (eg, sleep, mood, activity, playfulness, interactions with dogs/humans)

How does your dog's allergic itch affect your quality of life?

Think about how your dog's behavior impacts you and your family—the emotional, social, physical, mental, and financial burden of the condition (eg, waking up at night, not being able to attend events with your dog, the cost of ineffective treatments)

| | | | | | | | | | |
|--------------------------|------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| My dog's quality of life | | | | | | | | | |
| My quality of life | | | | | | | | | |
| | Before treatment | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 |

Rating scale: **1** = poor quality of life; my dog is significantly affected **10** = great quality of life; no impact from itch

Rate your dog's skin allergy behavior:

- 100 Extremely severe**
Dog is scratching, chewing, licking, almost continuously. It practically never stops, regardless of what else is happening. Quality of life is extremely compromised for both your dog and your family. Itch is affecting your dog's everyday routine, sleep, and mood.
- 80 Severe**
Prolonged episodes of scratching and/or other signs when your dog is awake. Scratching, licking, etc, occur at night and also when eating, playing, or exercising. The continual signs of itch are causing your dog to lose sleep, and are affecting his/her mood and activities.
- 60 Moderate**
Regular episodes of scratching while awake. Scratching and other signs may occur at night and wake your dog. But no scratching occurs when eating, playing, exercising, or being distracted. You may notice some mood changes and you feel quality of life can be better.
- 40 Mild**
Occasional episodes of scratching and/or other signs. There may be occasional episodes of scratching at night. No scratching while sleeping, eating, playing, exercising, or being distracted.
- 20 Very mild**
Scratching and/or other signs are a rare occurrence. Your dog is slightly itchier than before the condition began.
- 0 Normal**
Woo hoo! Allergic itch is not a problem.

Indications: Cytopoint has been shown to be effective for the treatment of dogs against allergic dermatitis and atopic dermatitis.

Spending quality time with your dog is important—so don't let allergic itch get in the way.

Make a note of your next appointment to help keep your dog comfortable and the **allergic dermatitis** under control:

Date: _____

Time: _____

Be sure to take the Skin Allergy Tracker along!

ALLERGIC ITCH DOESN'T HAVE TO INTERFERE WITH YOUR DOG'S LIFE— OR YOURS



Cytopoint relieves itch associated with allergic and atopic dermatitis and improves the quality of life of dogs and their owners⁶



In a study, owners noticed significant improvement in their dog's allergic itch after the first week of treatment⁶

Dogs experienced improvement in⁶:



MOOD



ACTIVITY



SLEEP



Dog owner quality of life more than doubled by day 7 and continued to improve over time⁶

Learn More at www.Cytopoint4Dogs.com

References: 1. Data on file, Study Report No. C863R-US-12-018, Zoetis Inc. 2. 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. 3. Olivry T, DeBoer DJ, Favrot C, et al. Treatment of canine atopic dermatitis: 2010 clinical practice guidelines from the International Task Force on Canine Atopic Dermatitis. *Vet Dermatol.* 2010;21(3):233-248. doi:10.1111/j.1365-3164.2010.00889.x. 4. 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.x. 5. Marsella R, Sousa CA, Gonzales AJ, Fadok VA. Current understanding of the pathophysiologic mechanisms of canine atopic dermatitis. *J Am Vet Med Assoc.* 2012;241(2):194-207. doi:10.2460/javma.241.2.194. 6. Data on file, Outcomes Research Study No. 17SORDER-01-01, Zoetis Inc. 7. Souza CP, Rosychuk RAW, Contreras ET, Schissler JR, Simpson AC. A retrospective analysis of the use of lokivetmab in the management of allergic pruritus in a referral population of 135 dogs in the western USA. *Vet Dermatol.* 2018;29(6):489-164. doi:10.1111/vde.12682.