



THE 'TELL-TAIL' SIGNS OF ALLERGIC ITCH

Beyond excessive scratching & licking, signs of allergic itch include frequent:



Rolling,
rubbing, or
scooting

Ear problems



Hair loss

Body odor



Skin changes,
rash, redness,
greasy skin or
scabs

If you've spotted any of these signs in your pet,
**schedule an exam with your regular veterinarian
for a skin health check!**

WHY ITCHY PET AWARENESS MONTH MATTERS



**#1 Reason for
Vet Visits** is
allergic/atopic
dermatitis



**30 million
households**
in the US have a
dog with pruritus
(itchiness)



**Almost 8
million dogs**
go untreated
by a vet for itch



**40% more
itchy dogs**
were treated
by a vet over
the past 5 years