

Get your old cat back

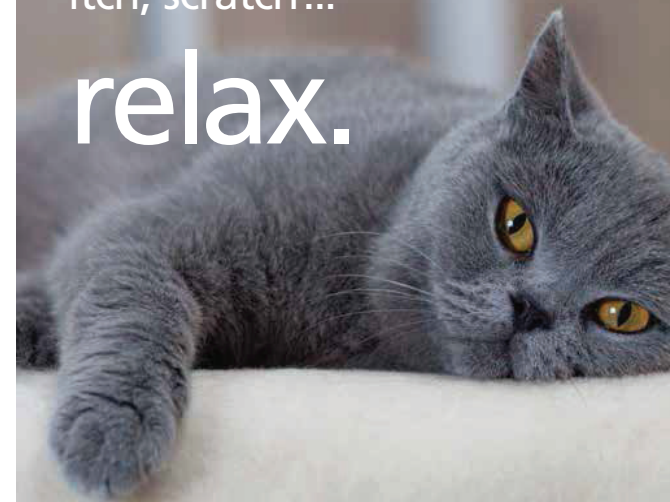
When your cat suffers from chronic allergic dermatitis, he or she will hide from you to spend time scratching and grooming. But because ATOPICA for Cats specifically targets the immune cells involved in the allergic reaction, your cat can relax and enjoy long-term relief, and you can have your old companion back.

ATOPICA for Cats

- Clinically proven to reduce itchy skin and lesions
- Long-term relief
- Easy to administer

itch, scratch, lick,
itch, scratch...

relax.



For more information about
ATOPICA for Cats, contact your
veterinarian or Elanco Animal
Health at 1-800-387-6325.

References

1. Rush JE, Freeman LM, Fenollosa NK, Brown DJ (2002). Population and survival characteristics of cats with hypertrophic cardiomyopathy: 260 cases (1990–1999). *JAVMA*. 220(2):202-207.
2. Smith SA, Tobias AH, Fine DM, Jacob KA, Ployngam T (2004). Corticosteroid-Associated Congestive Heart Failure in 12 Cats. *Internal Journal of Applied Research in Veterinary Medicine*. 2(3):159-170.
3. Ployngam T, Tobias AH, Smith SA, Torres SMF, Ross SJ (2006). Hemodynamic effects of methylprednisolone acetate administration in cats. *American Journal of Veterinary Research*. 67(4):583-587.
4. ATOPICA for Cats product insert.
5. King, JM et al. (2012). A randomized double-blinded placebo-controlled study to evaluate an effective ciclosporin dose for the treatment of feline hypersensitivity dermatitis. *Vet Derm*. 23: 440-449.

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Pr **Atopica**® for Cats
Cyclosporine oral solution, USP

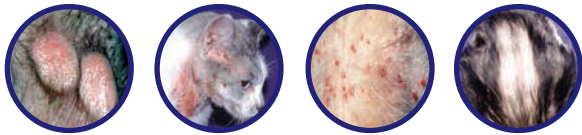


What causes allergic dermatitis?

Allergic dermatitis is caused by sensitivity to allergens in the environment, such as dust mites, pollen or mould spores. Dietary components can also contribute to clinical signs of allergic dermatitis.

Allergic dermatitis can take a number of forms

Red, bumpy skin; hair loss; inflammation; and areas of raw-looking or oozing skin on the head and neck are some of the ways allergic dermatitis can present itself in your cat.



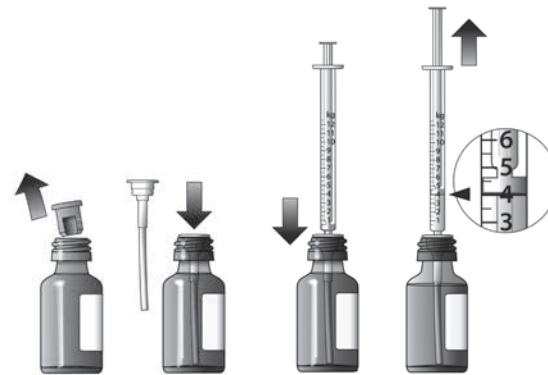
Introducing ATOPICA® for Cats (Cyclosporine oral solution, USP)

Long-term steroid use may cause significant health problems in cats.¹⁻³ ATOPICA for Cats is a new generation of nonsteroidal feline itch medication for treating allergic skin disease in cats.

- ATOPICA for Cats is an oral solution that's easy to administer.
- In clinical trials, **four out of five cat owners** consider treatment with ATOPICA for Cats a success.⁴
- 98% of cats readily accepted ATOPICA for Cats.⁵

Giving ATOPICA for Cats to your cat is easy and hassle-free

- This initial dosing sets clinical relief in motion.
- Your veterinarian may recommend dosing less frequently to maintain the response in your cat.



Key steps to dosing

- 1 Remove the cap from the bottle and insert the dip tube into the top of the bottle. Keep the screw cap.
- 2 Insert the dosing syringe into the dip tube and fill it to the number that corresponds with your cat's weight.
- 3 Place the liquid in the dosing syringe into your cat's food or directly into your cat's mouth.

See how it works



BEFORE

Before treatment, skin is irritated and broken and hair is falling out.

AFTER

After six weeks of treatment, skin has healed and hair has grown back.

Important safety information

ATOPICA for Cats may cause some side effects in individual cats. The most common side effect in clinical trials was vomiting, which in most cases resolved with continued use. Adverse reactions occurred most often with daily dosing. Persistent, progressive weight loss can result in hepatic lipidosis, so monitoring of body weight is recommended during treatment. If you think that your cat is losing weight, you should contact your veterinarian. ATOPICA for Cats may increase susceptibility to infection and to the development of tumours. Cats that have not previously been exposed to *Toxoplasma gondii* may be at risk of developing clinical toxoplasmosis if they become infected while under treatment with ATOPICA for Cats. To avoid infection, keep your cat indoors, do not feed raw meat and do not allow your cat to hunt.