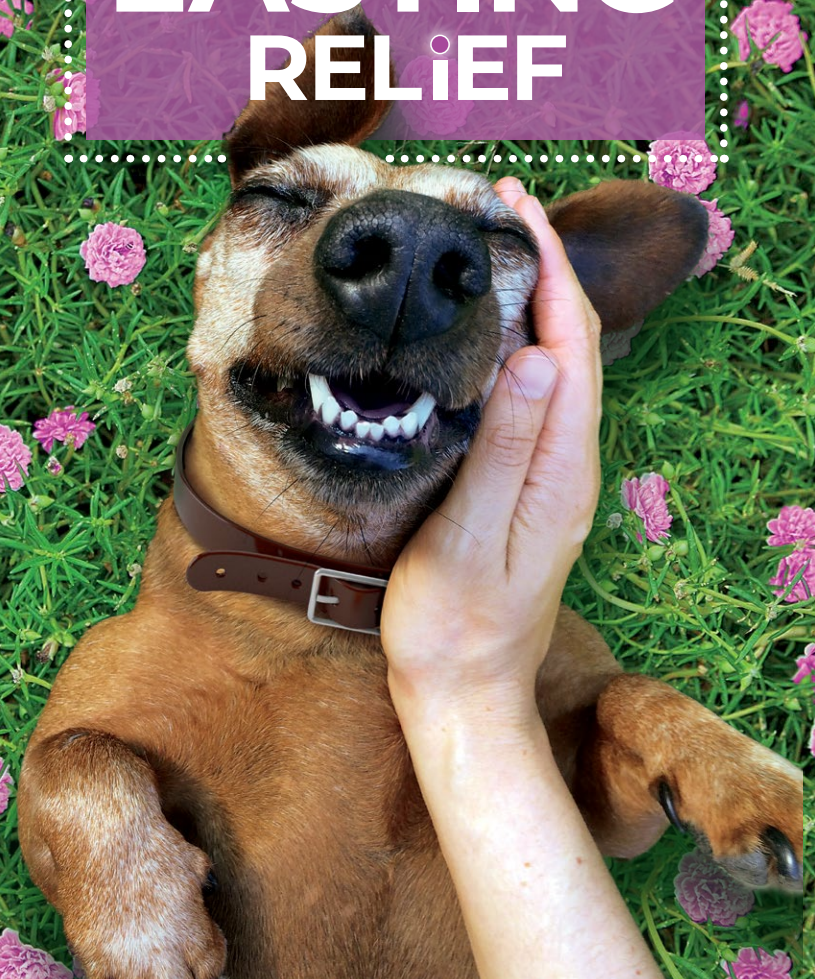


# LASTING LOVE DESERVES LASTING RELIEF



**1** **CYTOPOINT INJECTION HELPS  
CONTROL ITCH FOR 4 - 8 WEEKS\***

**CYTOPOINT**<sup>®</sup>

CYTOPOINT aids in the reduction of clinical signs associated with atopic dermatitis in dogs.

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

# WHY IS MY DOG SO ITCHY?



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If you notice your dog is constantly licking, chewing, biting, or scratching, it could be due to allergies. Like people, dogs can be allergic to substances in the environment, such as pollens, molds and house dust or dust mites. These allergens can cause a dog to become itchy and require treatment when itch “acts up.” But, if the symptoms persist throughout the year, ongoing treatment is usually necessary.

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

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Your dog’s skin can become red, scaly, and irritated—signs that the normal, healthy skin barrier is damaged.<sup>3</sup> Left untreated, damaged skin can become infected and require additional medications like antibiotics to resolve the condition.

## GOOD NEWS:

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

# WHAT IS CYTOPOINT®?

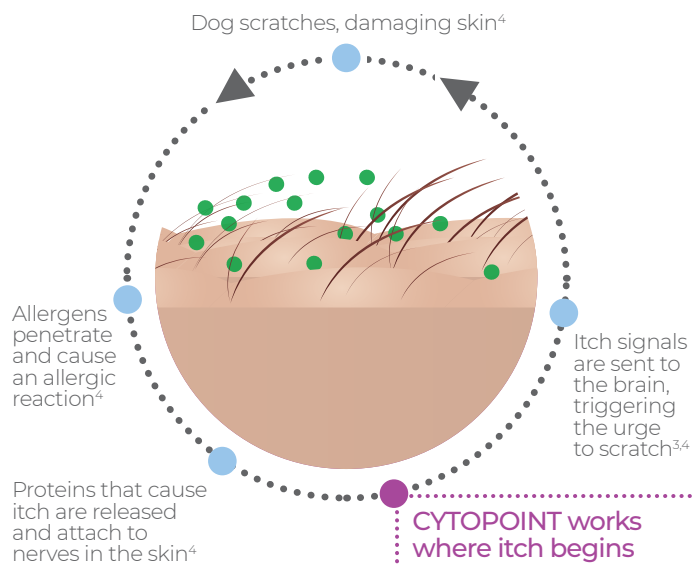


CYTOPOINT is a safe, effective, long-lasting treatment for dogs with atopic dermatitis. CYTOPOINT starts controlling environmental allergic itch within 1 day and reduces scratching, chewing, licking, and biting of the skin for up to 8 weeks.\*<sup>1</sup> In a study, CYTOPOINT helped damaged skin to begin healing within 7 days.<sup>1</sup>

\*Repeat administration every 4 to 8 weeks as needed in the individual patient.<sup>1</sup>



**CYTOPOINT** works like your dog's own immune system to block the signals that trigger 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.<sup>1</sup> Because CYTOPOINT is a protein and not a chemical, it is naturally broken down and recycled by the body, so 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 itch is important. The attached Itch Tracker can help you keep on top of your dog's environmental allergic itch.



**The Itch Tracker can help  
you monitor your dog's itch.**

Simply follow the directions to track your dog's environmental allergic itch. Then, at your next appointment, take along the chart to discuss treatment results.

**CYTOPOINT.**

# KEEP TRACK OF ENVIRONMENTAL ALLERGIC ITCH

**Week 1:** Rate your dog's itch every day and record it based on the rating system supplied.

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



## Itch Tracker

CYTOPOINT

[dog's name]

Extremely severe 100

Severe 80

Moderate 60

Mild 40

Very mild 20

Normal dog 0

[dog's name]	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
Extremely severe														
Severe														
Moderate														
Mild														
Very mild														
Normal dog														

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 environmental allergic itch affect your dog's quality of life?

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

### How does your dog's environmental allergic itch affect you?

Think about how your dog's itch impacts you and your family—the emotional, social, and financial burden of the condition (e.g., 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

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 itch:

- 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 symptoms when your dog is awake. Scratching, licking, etc. occur at night and also when eating, playing, or exercising. The continual itch is causing your dog to lose sleep, and it's affecting his/her mood and activities.
- 60** **Moderate**  
 Regular episodes of scratching while awake. Scratching and other symptoms 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**  
 Moderately frequent episodes of scratching and/or other symptoms. There may be occasional episodes of scratching at night although your dog doesn't seem to scratch when sleeping. No scratching when eating, playing, exercising, or being distracted.
- 20** **Very mild**  
 Occasional episodes of scratching and/or other symptoms. Your dog is slightly itchier than before the condition began.
- 0** **Normal**  
 Woo hoo! Itch is not a problem.

Spending quality time with your dog is important—but environmental allergic itch can get in the way.

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

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Be sure to take the Itch Tracker along!

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



## CYTOPOINT® helps improve the quality of life for dogs and their families

Surveys of owners whose dogs have been treated with CYTOPOINT reflect that its effective, convenient, long-term itch relief has a positive effect on quality of life!

88%

Say they would recommend CYTOPOINT to a friend whose dog has atopic dermatitis<sup>5</sup>

87%

Say their dog's quality of life has improved since beginning treatment with CYTOPOINT<sup>5</sup>

86%

Say their own quality of life has improved since their dog began receiving CYTOPOINT<sup>5</sup>

Learn more at [www.CYTOPOINT.ca](http://www.CYTOPOINT.ca)

**References:** 1. Company Data – Study 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. Marsella R, Sousa CA, Gonzales AJ, et al. Current understanding of the pathophysiologic mechanism of canine atopic dermatitis. *J Am Vet Med Assoc.* 2012;241(2):194-207. doi:10.2460/javma.241.2.194. 5. Company Data- Pet Owner Submissions, August 2016, Zoetis LLC