

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 for dogs and their owners⁶



In a study, dogs and their owners noticed significant improvement in 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, 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. 6. Data on file, Outcomes Research Study No. 17SORDER, Zoetis Inc.

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LASTING
LOVE DESERVES
LASTING
RELIEF



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CYTOPOINTMENTS



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**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!

WHY IS MY DOG SO ITCHY?



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 pollen or mold. These seasonal 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.² Unfortunately, over time, this condition can get worse and impact your dog’s quality of life.

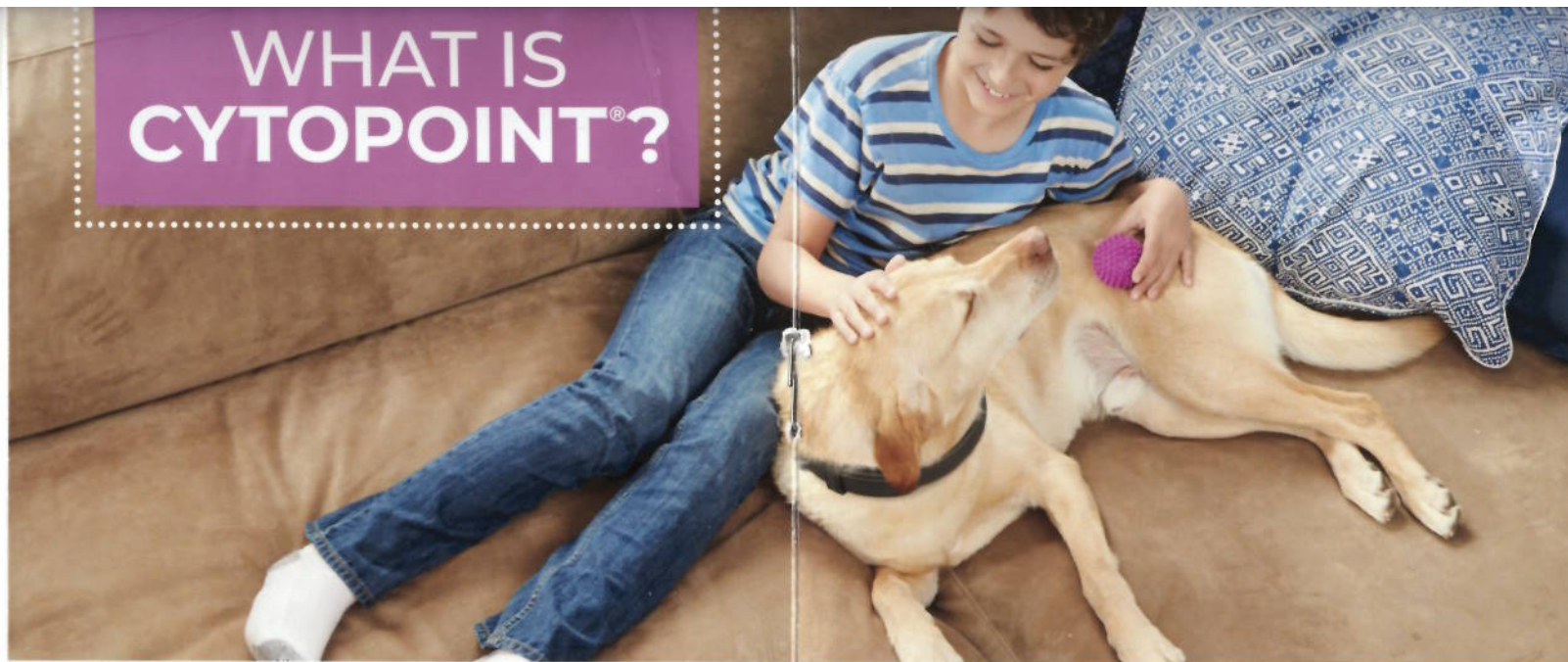
Your dog’s skin can become red, scaly, and irritated—signs that the normal, healthy skin barrier is damaged.³ Left untreated, damaged skin can become infected and require additional medications like antibiotics to resolve the condition.

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:

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

WHAT IS CYTOPOINT®?

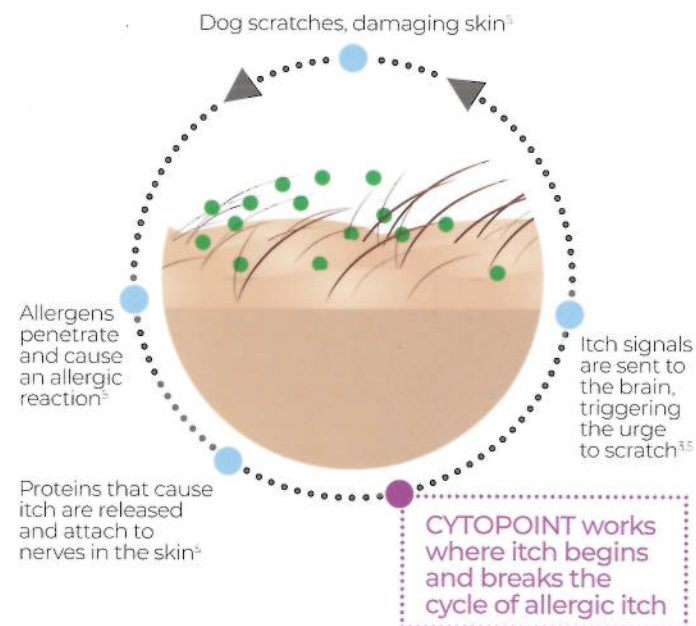


CYTOPOINT is a safe, effective, long-lasting treatment for dogs with allergic or atopic dermatitis. CYTOPOINT starts controlling allergic itch within 1 day and reduces scratching, chewing, licking, and biting of the skin for up to 8 weeks.*¹ In a study, CYTOPOINT helped damaged skin to begin healing 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 the signals that trigger 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 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 allergic itch is important. The attached Itch Tracker can help you keep on top of your dog's allergic itch.



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

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

