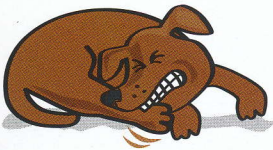


ITCHY DOG?

RUB



ITCH



CHEW

TWITCH

**SPEAK TO YOUR VET TODAY
ABOUT FAST RELIEF FROM
ITCHY, INFLAMED SKIN**

Just like humans, dogs may show symptoms of an allergy when exposed to certain everyday substances. A cycle of itching and scratching is triggered when your dog's immune system identifies these allergens as dangerous.



RED
itchy skin

CONSTANT
licking, chewing or scratching



ITCHY
ears and ear infections



HAIR
loss



SCABS
or crusts on the skin



WHAT SHOULD YOU LOOK OUT FOR?

- ✓ Excessive licking, biting, chewing or scratching
- ✓ Excessive rolling, rubbing or scooting
- ✓ Chewing, especially around the base of the tail and paws
- ✓ Recurrent ear problems
- ✓ Changes in the skin, such as sores or darkened colour
- ✓ Redness of the skin
- ✓ Body odour

Allergic dogs can also suffer from skin infections, which may cause hair loss, scabs or crusts on the skin.



What can dogs be allergic to?

A few common allergens include:

- Pollens
- Dust and dust mites
- Fungal spores
- Flea bites

Your vet will need to run diagnostic tests to find the true cause of your dog's allergy.

What about food allergies?

Your dog may be allergic to some of the ingredients in their food, such as beef and pork protein, or wheat. Under the guidance of your vet, excluding certain food groups can be a useful way to pinpoint specific substances which are triggering your dog's itch.

Your itchy dog may require medical treatment

Whatever the cause, itching is not only uncomfortable for your pet, but distressing and frustrating for you too. Establishing the underlying cause of your dog's itch is essential to providing relief.



What effects can some treatments have on your dog?

Your dog may be on prescription medications or you may try to reduce the itch with shampoos and creams. Many of these management options can have unwanted effects on your pet.

Some treatments can have frequent side effects such as excessive urination and excessive weight gain. Some of these side effects can increase the chances of your dog becoming ill with other conditions, such as diabetes.

Topical creams or shampooing may form part of your daily or weekly routine and can provide relief to your dog. Many dogs do not like to be bathed and frequent shampooing may be distressing for both of you.

So if your dog is itching, **START FROM SCRATCH** and speak to your vet today. Only your vet can diagnose the underlying cause and provide appropriate prescription medication.

**START
FROM
SCRATCH**



What does your dog require from an itch prevention plan?

Fast relief from itching:

- starts working within the first few hours
- reduces redness and soreness caused by scratching



Reassurance:

- won't cause excessive thirst or hunger
- won't cause weight gain or frequent urges to urinate

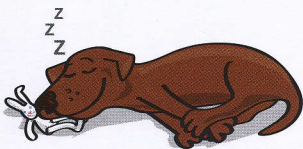
Flexibility:

- can be used to help short term (acute) and long term (chronic) itching
- doesn't interact with other medication your dog may require (such as vaccinations, antibiotics and parasite treatments)
- won't interfere with diagnostic tests your vet runs to diagnose the cause of your dog's itch



Convenience:

- simple daily medication
- can be given with or without food



START FROM SCRATCH



Brought to you by Zoetis, the manufacturers of APOQUEL®

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