


APOQUEL® breaks the itch cycle
so life can return to normal


START
FROM
SCRATCH



apoquel®
oclacitinib

APOQUEL® provides rapid relief from itchy, inflamed skin¹

START FROM SCRATCH



Brought to you by Zoetis, the manufacturers of APOQUEL®

1. APOQUEL® SPC. **2.** Gadeyne C *et al.* Efficacy of oclacitinib (APOQUEL®) compared with prednisolone for the control of pruritus and clinical signs associated with allergic dermatitis in client-owned dogs in Australia. *Vet Dermatol.* 2014; **25**: 512–e86. **3.** Cosgrove SB *et al.* Efficacy and safety of oclacitinib for the control of pruritus and associated skin lesions in dogs with canine allergic dermatitis. *Vet Dermatol* 2013; **24**: 49–e114. **4.** Cosgrove SB *et al.* A blinded, randomized, placebo-controlled trial of the efficacy and safety of the Janus kinase inhibitor oclacitinib (APOQUEL®) in client-owned dogs with atopic dermatitis. *Vet Dermatol* 2013; **24**: 587–e142. **5.** Clear V *et al.* Investigation of the effects of 30 day administration of oclacitinib (APOQUEL®) on intradermal and allergen-specific IgE serology testing in atopic dogs, in 29th Proceedings of the North American Veterinary Dermatology Forum, Nashville, Tennessee, 2015.

For further information please contact your veterinary surgeon or Zoetis, Walton Oaks, Tadworth, Surrey KT20 7NS POM-V
Zoetis Ireland, 9 Riverwalk, National Digital Park, Citywest, Business Campus, Dublin, 24 POM.

APOQUEL® contains oclacitinib maleate.

Use medicines responsibly www.noah.co.uk/responsible.

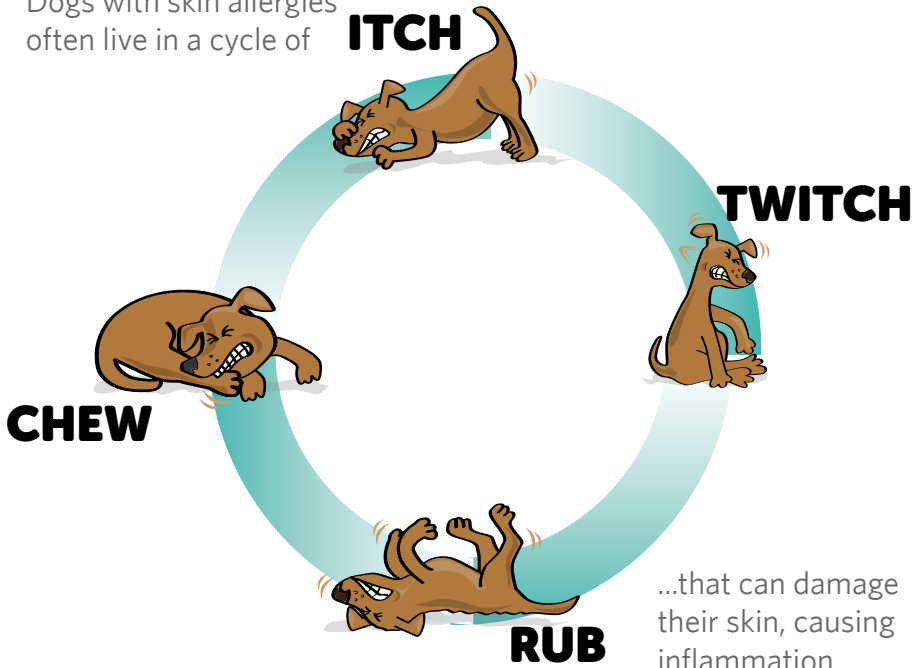
Registered in England: No 08116609. Registered office: 5th Floor, 6 St Andrew Street, London EC4A 3AE.

Date of preparation: January 2017 – AH020/17.

Track your dog's allergic
itch to see how well
APOQUEL® is working

apoquel®
oclacitinib

Dogs with skin allergies often live in a cycle of



...that can damage their skin, causing inflammation and sores.

What causes dogs to itch?

Canine itch can be caused by several factors, including infections, parasites, or allergens in the environment like pollen, mould, or house-dust mites, some of which can lead to allergic skin disease.

There are 4 common allergic skin diseases in the dog:



Flea allergy



Food allergy



Contact allergy



Atopic dermatitis

A chronic itchy skin disease associated with environmental allergens

What can I expect from my dog's treatments with APOQUEL®?

With APOQUEL® your dog will begin to heal quickly



APOQUEL® begins to relieve itch within 4 hours,² and effectively controls itch within 24 hours.^{2,3}



You should see a reduction in the redness and irritation of your dog's skin.⁴



APOQUEL® will not interfere with diagnostic tests, so your dog can be comfortable while your veterinary surgeon works to identify the root cause and possible cure of the itch.⁵



APOQUEL® may be used with other common therapies.¹

THERAPY

Antimicrobial

Vaccines

Non-steroidal anti-inflammatory drugs (NSAIDS)

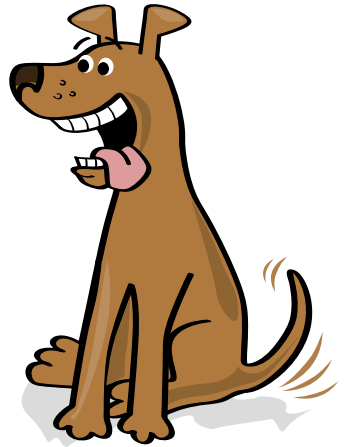
Parasitics

Allergen-specific immunotherapy

- Side effects were similar to placebo* (sugar pill) without as many of the side effects associated with the use of steroids (such as excessive drinking, eating or urination)^{3,4}
- The most common side effects of APOQUEL® were vomiting and diarrhoea; these side effects occurred only in a small percentage of dogs, and usually stopped on their own.¹

How is APOQUEL® given?

APOQUEL® should be given:



twice daily
for 14 days.



once daily for
maintenance.¹

When transitioning to once-daily dosing, you may see a slight increase in itch. In most cases this is temporary as your dog adjusts to the lower dose.⁴



APOQUEL® may
be given with or
without food.¹




When giving half
tablets, replace the
remaining half in the
blister packaging
until next use.



WHEN YOU SUSPECT ALLERGIC DERMATITIS

START FROM SCRATCH



HOW ITCHY IS YOUR DOG?

Use the chart inside the pocket to keep a record of how your dog's itching changes. When you return to your vet, show them the treatment results you have recorded on the chart to help them ensure they are giving the best possible care for your dog.

What is APOQUEL®?

APOQUEL® is a prescription medication used for the control of itching associated with allergic skin disease and for the control of atopic dermatitis in dogs at least 12 months of age.¹

APOQUEL® reduces the sensation of itch and the desire to scratch, and also decreases the inflammation within the skin.

