Sometimes an itch, is more than just an itch

TELL ME ABOUT IT.

Find out if your dog has allergic itch that may need medical treatment

APOQUELDOGS.COM
Dog itch may be a medical condition that needs treatment

All dogs itch sometimes. It’s natural. But when you notice it happening more and more, it could be a sign of a medical condition. Only your veterinarian can help determine if your dog’s itch is due to an infection, parasites, or allergies.

SO IF YOUR DOG IS ITCHING, TALK TO YOUR VETERINARIAN TODAY.

It’s important to get to the underlying cause to help stop the annoying, irritating, painful itch, to give your four-legged friend some much-needed relief. Then they can get back to cuddling, playing, and sleeping in peace—without having to scratch all the time.

Learn more about dog itch in this brochure.

Your veterinarian can help get to the underlying cause of itching

WHAT YOU SHOULD LOOK FOR:
✓ Excessive licking, chewing, biting, or scratching
✓ Excessive rolling, rubbing, or scooting
✓ Foot chewing
✓ Hair loss
✓ Recurrent ear problems
✓ Changes in the skin, such as sores or darkened color
✓ Redness of the skin
✓ Body odor

If your dog’s itching persists or he or she exhibits any of the signs listed above, don’t wait. Itching can be a medical problem that needs attention.

Even though common at-home treatments such as oatmeal baths, lotions, or topical over-the-counter medicines may offer temporary relief of dog itch, they may not be getting to the root of the problem.

Your veterinarian will be able to tell you if a medical condition is the underlying cause, and whether a prescription medicine is required.

Talk to your veterinarian today.

PLEASE HELP ME.
Did you know that steroids can cause excessive urination?

RUH ROH.

APOQUEL® can help

IT’S A PRESCRIPTION TABLET THAT STOPS ALLERGIC ITCH—RIGHT AT THE SOURCE.

APOQUEL is a revolutionary medicine that works differently than other medicines. It goes right to the source—to stop the underlying cause of allergic itch in dogs 12 months and older.

FAST

APOQUEL starts relieving allergic itch in 4 hours—and controls it within 24 hours\(^1,2\)

EFFECTIVE

APOQUEL works right at the source to stop itching and relieve inflammation. It is a prescription medicine used for the control of itch associated with allergic dermatitis and control of atopic dermatitis in dogs 12 months and older.

APOQUEL reduces dog itch and also decreases inflammation, redness, or swelling of the skin—so your dog feels better as quickly as possible.

SAFE

APOQUEL is safe, without many of the side effects associated with other medications, including steroids. You can even use it long term.\(^3,4\)

APOQUEL IS NOT A STEROID.

It’s an easy-to-administer tablet.

Did you know that steroids can cause excessive urination?

APOQUEL® is available only by prescription from your veterinarian.

Ask about APOQUEL today. Your dog will thank you!
In studies, side effects from APOQUEL were mild and similar to those seen with placebo (sugar pills).

The most common side effects were vomiting and diarrhea. These occurred in only a small percentage of dogs treated with APOQUEL. These side effects usually stopped on their own.\(^2,5\)

With APOQUEL, your dog is less likely to suffer from the kinds of side effects often seen with other commonly prescribed medicines, including steroids. These include excessive drinking and urinating, panting, and weight gain.\(^2,4,5\)

**APOQUEL is safe to use with many other common therapies, including\(^3\):**
- Nonsteroidal anti-inflammatory drugs (NSAIDs) (eg, carprofen)
- Vaccines (eg, rabies)
- Allergy shots (eg, allergen-specific immunotherapy)

**INDICATIONS**
Control of pruritus (itching) associated with allergic dermatitis and control of atopic dermatitis in dogs at least 12 months of age.

**IMPORTANT SAFETY INFORMATION**
Do not use APOQUEL in dogs less than 12 months of age or those with serious infections. APOQUEL may increase the chances of developing serious infections, and may cause existing parasitic skin infestations or pre-existing cancers to get worse. APOQUEL has not been tested in dogs receiving some medications including some commonly used to treat skin conditions such as corticosteroids and cyclosporines. Do not use in breeding, pregnant, or lactating dogs. Most common side effects are vomiting and diarrhea. APOQUEL has been used safely with many common medications including parasiticides, antibiotics and vaccines.

For more information, please see the full Prescribing Information enclosed in pocket.

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**References:**
How to give APOQUEL® to your dog

APOQUEL COMES IN A CONVENIENT TABLET FORM.

Here’s how it’s administered:

• APOQUEL (oclacitinib tablet) can be given to your dog twice daily for up to 14 days. After 14 days, APOQUEL just needs to be administered once daily

• APOQUEL can be administered with or without food
References:


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How to rate your dog’s itching

Track your dog’s allergic itch to see how well APOQUEL is working. Use the detachable chart on the other side of this page to keep a record of how your dog’s itching changes. Each day at the same time, make a note of how severe your dog’s itching has been on the chart. When you return to the veterinarian, show him or her the treatment results you have recorded on the chart.

THANKS,
APOQUEL.
Track your dog’s allergic itch over the next 14 days
(100=Extremely severe itching; 0=Normal dog)

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Place a dot at the appropriate spot in that day’s column. Connect the dots to show how your dog’s itching has changed over time.