



# LASTING LOVE DESERVES LASTING ITCH RELIEF

**1** CYTOPOINT INJECTION PROVIDES  
4 TO 8 WEEKS OF CHRONIC 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?

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If you notice your dog is constantly itchy, 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 itch persists 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.



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.

Dogs with chronic itch may also lose interest in playing or wake their owners up at night with the constant sounds of licking, chewing, and scratching.<sup>4</sup>

## GOOD NEWS:

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

# WHAT IS CYTOPOINT®?

CYTOPOINT is a safe, effective, long-lasting treatment to control itching in dogs with allergic or atopic dermatitis. CYTOPOINT starts controlling 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>

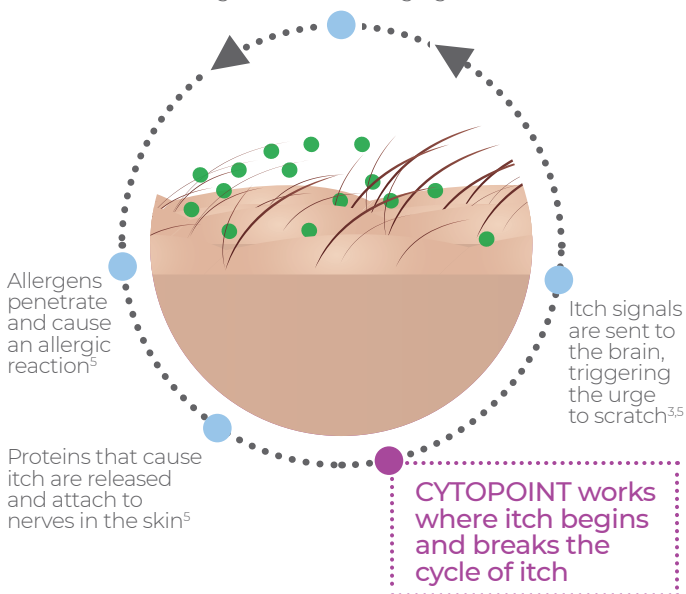
\*Repeat administration every 4 to 8 weeks as needed in the individual patient.<sup>1</sup>





**CYTOPOINT** works like your dog's own immune system to block the signals that trigger itch.

Dog scratches, damaging skin<sup>5</sup>



**CYTOPOINT**



# SAFE, LONG- LASTING ITCH RELIEF.

## Safe for dogs of all ages

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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>6</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

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Your veterinarian may schedule a return visit 4 weeks after the first injection. However, every dog is different, so monitoring your dog's itch is important. The attached CYTOPOINT Itch Tracker can help you keep on top of your dog's itch. If you notice your dog's itch acting up again, it's a sign that you should schedule your dog's next CYTOPOINT injection.



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

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

**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

[dog's name]

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Extremely severe <b>100</b>															
Severe <b>80</b>															
Moderate <b>60</b>															
Mild <b>40</b>															
Very mild <b>20</b>															
Normal dog <b>0</b>															



## 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.

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, exercising, or when otherwise distracted.

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.

40

### Mild

Moderately frequent episodes of scratching and/or other symptoms. There may be occasional episodes of scratching at night. No scratching while sleeping, 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.

Make a note of your  
next appointment:

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

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

Be sure to take the Itch Tracker along!

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ZOETIS PETCARE CYTOPPOINT

# CYTOPOINT® IS LIFE-CHANGING ITCH RELIEF



87%

of owners say **their dog's quality of life has improved** since beginning treatment with CYTOPOINT for long-lasting itch control<sup>7</sup>

86%

of owners say **their own quality of life has improved** since their dog began receiving CYTOPOINT<sup>7</sup>

Learn More at  
[www.CYTOPOINT4Dogs.com](http://www.CYTOPOINT4Dogs.com)

Follow us at [www.facebook.com/cytopoint](http://www.facebook.com/cytopoint) 

**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, Study Report No. C961R-US-13-051, Zoetis Inc. 7. Data on file, IL-31 Pet Owners Submissions, August 2016, Zoetis Inc.