

A chocolate Labrador puppy is sitting in a field of tall, green grass. The puppy is scratching its head with its right front paw, a common sign of itching. The background is a soft-focus field of grass under natural light.

**CONGRATULATIONS,  
APOQUEL™ CAN BEGIN  
TO STOP THE ITCH.**

**RIGHT HERE,  
RIGHT NOW.**

**YOUR VETERINARIAN HAS  
PRESCRIBED APOQUEL TO HELP  
CONTROL YOUR DOG'S ITCH**

**zoetis**

# WHAT IS APOQUEL?

**APOQUEL IS A NOVEL CLASS OF MEDICATION THAT TARGETS THE PRODUCTION OF CYTOKINES (PROTEIN MOLECULES THAT COMMUNICATE BETWEEN CELLS) ASSOCIATED WITH A NUMBER OF ALLERGENS.<sup>1</sup>**

# WHAT DOES APOQUEL TREAT?



**FLEA ALLERGY  
DERMATITIS**



**ATOPIC DERMATITIS**  
(a chronic itchy skin disease associated with environmental allergens)



**FOOD ALLERGY**



**CONTACT ALLERGY**



# WHAT IS THE ITCH CYCLE?

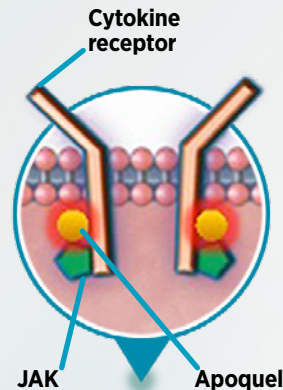
## WHAT ARE CYTOKINES?

Cytokines represent a class of proteins that act as chemical messengers allowing cells to communicate with each other. These messengers can affect cell function and potentially lead to unwanted clinical signs and disease conditions, e.g., allergic dermatitis.

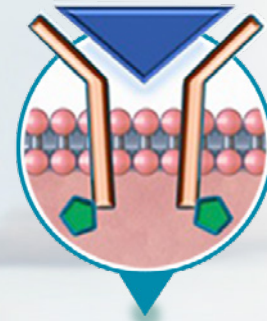
## WHAT ARE JAK ENZYMES?

JAK enzymes reside in cells. When a cytokine binds to a cell receptor, the JAK enzymes are activated, leading to increased cytokine production. This action starts the cascade of itch.

# HOW DOES APOQUEL WORK TO BREAK THE ITCH CYCLE?



Apoquel inhibits the function of a variety of cytokines involved in itch. These cytokines are responsible for pruritus, inflammation and allergic responses.



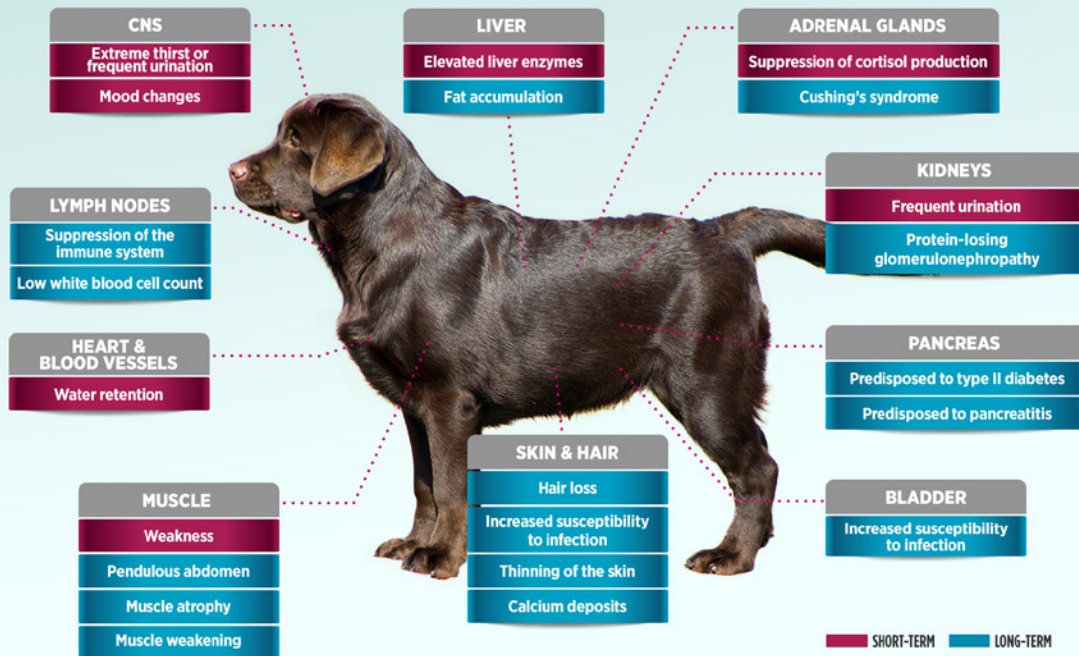
Apoquel has minimal effect on JAK2-dependent cytokines involved in regulating the immune system and the production of new blood cells in the body.



# APOQUEL VS. STEROIDS

## WHY IS MY DOG RECEIVING THIS NEW THERAPY?

In the past, the most common treatment for skin diseases in dogs has been corticosteroids. They are effective initially but there are many potential side effects associated with long-term use.



## APOQUEL - A NOVEL APPROACH WITH FEWER SIDE EFFECTS

Apoquel's side effect profile is similar to placebo and can be used with many common therapies including vaccines, NSAIDs, antibiotics and allergen immunotherapy (another common therapy for itching in dogs). Apoquel does not interfere with diagnostic testing, allowing your veterinarian to diagnose the underlying cause of itch.

# ONCE MY DOG'S ITCH HAS IMPROVED WITH APOQUEL, IS THE PROBLEM RESOLVED?

**APOQUEL HELPS TO CONTROL YOUR DOG'S ITCH, BUT THE UNDERLYING CAUSE OF THE ITCH MAY BE UNRESOLVED.**

# SPEAK TO YOUR VETERINARIAN ABOUT DIAGNOSING THE UNDERLYING CAUSE OF THE ITCH.

Because the side effects of Apoquel are similar to placebo - without many of the side effects associated with the use of steroids<sup>2-4</sup> - your veterinarian can continue to work on diagnosing the cause of your pet's itch while using Apoquel.

## APOQUEL CAN BE SAFELY USED CONCURRENTLY WITH OTHER THERAPIES<sup>2</sup>

OTHER THERAPY	EXAMPLES
Non-steroidal anti-inflammatory drugs (NSAIDs)	M-Eloxyn <sup>®</sup>
Vaccines	Vanguard <sup>®</sup>
Allergy shots	Allergen-specific immunotherapy



# MONITOR YOUR DOG'S ITCH AND SEE HOW WELL APOQUEL IS WORKING

## TRACK YOUR DOG'S ITCH RELIEF WITH APOQUEL!

Keep track of your dog's itch once you start your dog on Apoquel. Using the Itch Tracker on the tear-off page, keep a record of how much your dog's itching has improved. **When you return to the veterinarian, bring the chart** and discuss the treatment results you have recorded. Be sure to mention if you noticed your dog's itch became worse again.



# HOW TO USE THE ITCH TRACKER

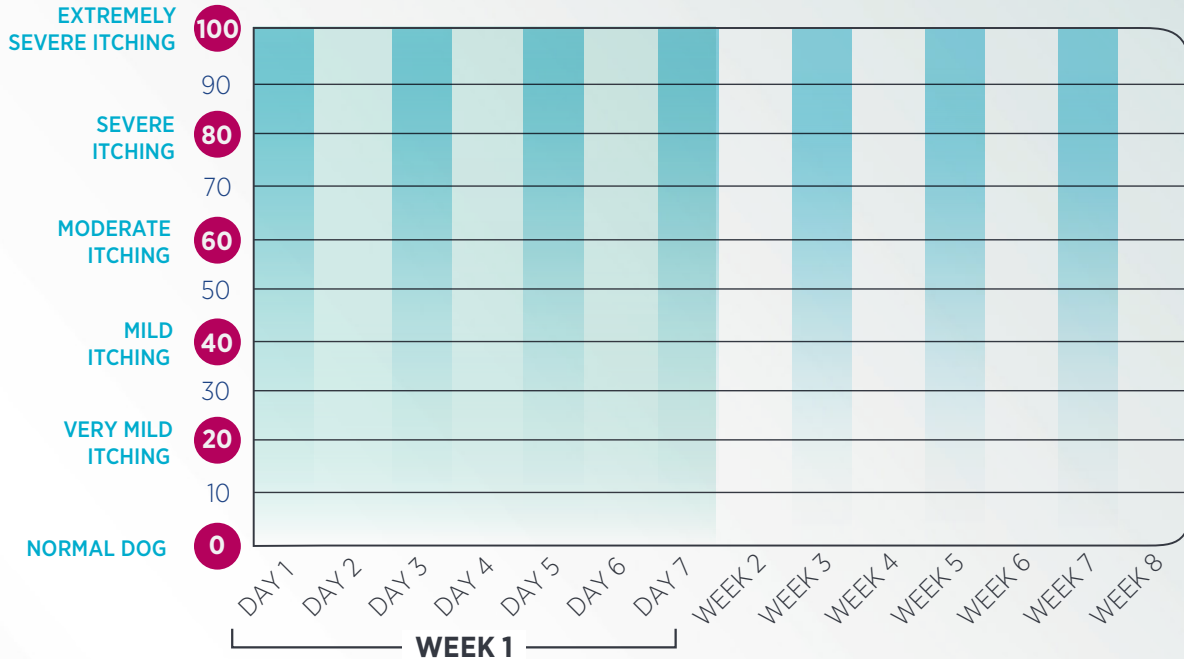
## TRACK YOUR DOG'S ITCH RELIEF WITH APOQUEL!

**WEEK 1:** For the first week, rate your dog's itching daily based on the itch rating definitions shown on the other side of this tear-off page.

**WEEKS 2-8:** Starting in the second week, rate your dog's itch only once a week, on the same day of the week.

Place a dot in the appropriate column aligned with the number and description that best describes the dog's itching. When the diary is completed, you and your veterinarian will see how your dog's itching has decreased over the course of treatment.

# ITCH TRACKER



## HOW TO RATE YOUR DOG'S ITCH

**EXTREMELY SEVERE ITCHING**

100

Dog is scratching, chewing, licking almost continuously. Itching practically never stops, regardless of what else is happening around the dog.

**SEVERE ITCHING**

80

Prolonged episodes of itching when the dog is awake. Itching occurs at night and also when eating, playing or exercising, or when otherwise distracted.

**MODERATE ITCHING**

60

Regular episodes of itching when the dog is awake. Itching may occur at night and wake the dog. No itching when eating, playing, exercising or being distracted.

**MILD ITCHING**

40

Moderately frequent episodes of itching. There may be occasional episodes of itching at night. No itching when sleeping, eating, playing, exercising or being distracted.

**VERY MILD ITCHING**

20

Occasional episodes of itching. The dog is slightly more itchy than before the problem began.

**NORMAL DOG**

0

Itching is not a problem.

# HOW OFTEN DO I GIVE APOQUEL TO MY DOG?

**YOUR VETERINARIAN HAS CHOSEN THE RIGHT DOSAGE AND FREQUENCY TO STOP THE ITCH, RIGHT NOW.**

Apoquel is administered twice daily for up to 14 days, then once daily for maintenance. Your veterinarian may adjust these recommendations as needed.

Apoquel can be given with or without food.

You should see results within 4 hours of the first administration.

**apoquel**  
(oclacitinib tablets)  
The itch stops here

**References:** **1.** Gonzales A *et al.* Oclacitinib (APOQUEL®) is a novel Janus kinase inhibitor with activity against cytokines involved in allergy. *J Vet Pharmacol Ther* 2014;37(4):317-24. **2.** 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(5):479-e114. **3.** 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;24:587-597. **4.** Sousa CA. Glucocorticoids in veterinary dermatology. In: Bonagura JD, Twedt DC, eds. *Kirk's Current Veterinary Therapy*. 14th ed. St. Louis, MO: Saunders Elsevier; 2009:400-404.

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