

CYTOPOINT™

*If your dog has atopic dermatitis,*

Learn how CYTOPOINT™  
can help control itch to  
**bring back the fun in life**<sup>1</sup>



**1**

**CYTOPOINT**  
injection helps  
control itch for  
**4-8 weeks\***

## Indication

CYTOPOINT aids in the reduction of clinical signs associated with atopic dermatitis in dogs.

\*Repeat administration every 4 to 8 weeks as needed in the individual patient.

## CYTOPOINT™—an innovative, effective treatment for canine atopic dermatitis



### What is CYTOPOINT?

CYTOPOINT is an innovative new therapy that targets itch at its source to help relieve the signs of atopic dermatitis in dogs for a month or longer with a single injection. Your veterinarian has prescribed CYTOPOINT to help reduce scratching, chewing, licking and biting at the skin. When the itch is controlled, the damaged skin can heal, so that you and your dog have a chance to enjoy the fun things in life again.<sup>2</sup>

### What is canine atopic dermatitis?

Canine atopic dermatitis (ay-TOP-ick dur-ma-TIE-tiss) is a **common allergic skin disease,<sup>3</sup> affecting almost 10% of dogs worldwide.<sup>4</sup>** It may be caused by genes that make your dog more likely to have a strong reaction when exposed to allergens.<sup>5</sup>

Like human allergies, it can be triggered by pollens or molds during certain seasons, or by dust mites or other allergens in the environment.<sup>5</sup>

Over time, **atopic dermatitis can worsen and become a serious health issue.** Your dog's skin can become extremely itchy, red, scaly and irritated. If your dog is not treated, there is a risk of hair loss, skin infections and ear infections.<sup>5</sup>

**Dogs with atopic dermatitis may lose interest in playing or wake their owners in the night with sounds of licking, chewing and scratching.** This constant itching and scratching can have a negative effect on the daily life and happiness of your dog—and even on your dog's relationship with you and your family.<sup>2</sup>



Atopic dermatitis is a life-long condition, but with help from your veterinarian, the **itching can be controlled so your dog and you can enjoy doing the things you love again.**

CYTOPOINT™

# CYTOPOINT™ helps control the itch of atopic dermatitis in dogs

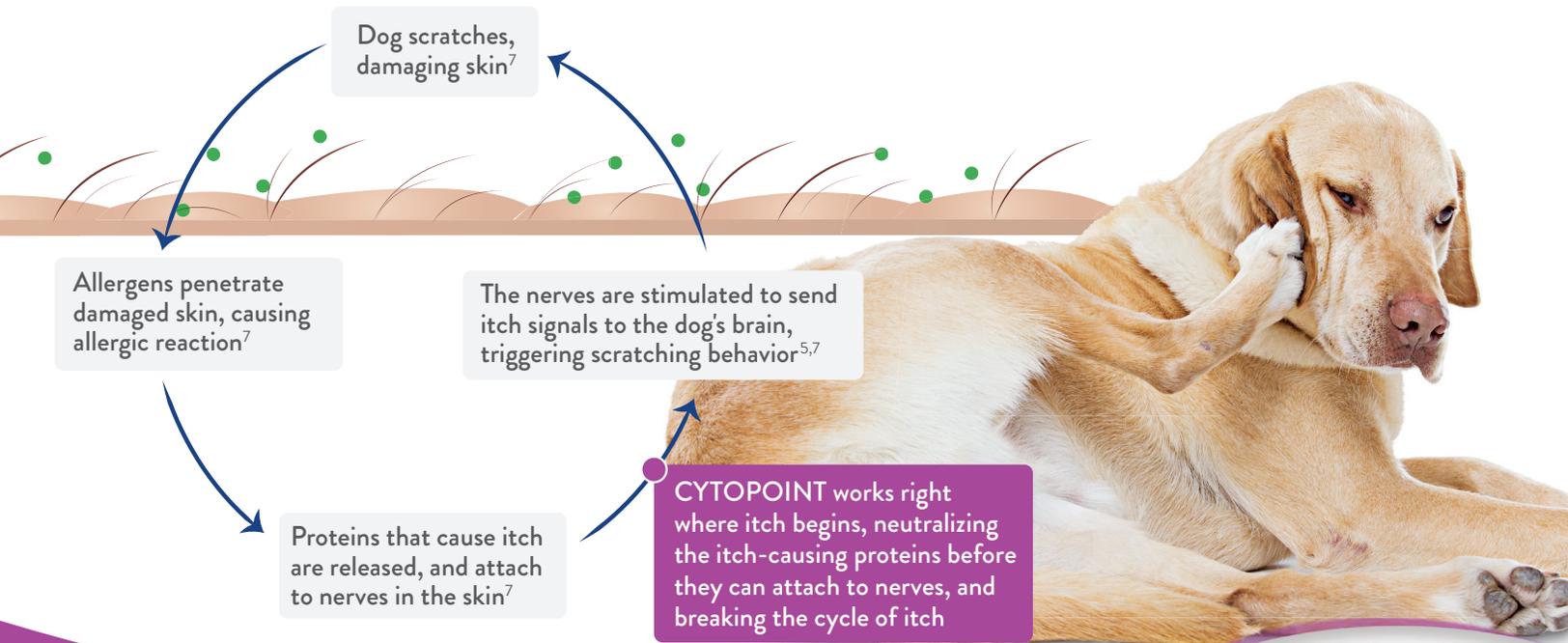
## How does CYTOPOINT help reduce itch and allow damaged skin to heal?

CYTOPOINT is different from traditional drugs that treat itch. It is a biological therapy—a type of non-pharmaceutical treatment that works like your dog's immune system. CYTOPOINT contains engineered antibodies very similar to a dog's natural antibodies. Antibodies are what an animal's immune system uses to defend the body against infection or disease.<sup>2,3</sup>

In this case, the antibodies in CYTOPOINT have been designed to specifically target and neutralize one of the

main proteins that sends itch signals to your dog's brain.<sup>6</sup> **This helps reduce scratching so the skin has a chance to heal.<sup>1</sup>**

CYTOPOINT is an injection that your veterinarian gives your dog once every 4 to 8 weeks, as needed. In studies, after one injection, **CYTOPOINT started controlling itch within 1 day, and kept itch controlled for a month or longer.** CYTOPOINT also helped damaged skin begin to heal within 7 days.<sup>1</sup>



With CYTOPOINT™, your dog can enjoy itch relief for up to 8 weeks<sup>1</sup>

## How long will one injection of CYTOPOINT last?

**One CYTOPOINT injection helps control itch for 4 to 8 weeks.** That means your dog may be able to go as long as 8 weeks<sup>1</sup> between injections. Every dog is different, so your veterinarian, with your help, will monitor your dog during treatment with CYTOPOINT.

## How will I know when it is time for my dog to get another CYTOPOINT injection?

Your veterinarian may have already scheduled a return appointment about 4 weeks after the initial injection. If you don't have a return appointment, your veterinarian may ask you to call when you notice your dog is scratching again. If this is the case, **monitor your dog's behavior daily** and be sure to call for an appointment as soon as you see your dog scratching.

Monitor your dog's itch and see how well CYTOPOINT is working

## Track your dog's itch relief with CYTOPOINT!

Keep track of your dog's itch after the CYTOPOINT injection until your return visit to the veterinarian. This will help your veterinarian decide how often your dog will need to return for treatment.

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 when you noticed your dog's itch became worse again.



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

## With CYTOPOINT™, your dog can enjoy itch relief for up to 8 weeks<sup>1</sup>

### How long will one injection of CYTOPOINT last?

**One CYTOPOINT injection helps control itch for 4 to 8 weeks.** That means your dog may be able to go as long as 8 weeks<sup>1</sup> between injections. Every dog is different, so your veterinarian, with your help, will monitor your dog during treatment with CYTOPOINT.

### How will I know when it is time for my dog to get another CYTOPOINT injection?

Your veterinarian may have already scheduled a return appointment about 4 weeks after the initial injection. If you don't have a return appointment, your veterinarian may ask you to call when you notice your dog is scratching again. If this is the case, **monitor your dog's behavior daily** and be sure to call for an appointment as soon as you see your dog scratching.

### How long will my dog need CYTOPOINT treatment?

Some dogs have year-round disease and may need continuous treatment with CYTOPOINT, whereas other dogs may only need CYTOPOINT when itch flares (for example, during allergy season). You and your veterinarian should decide together what is best for your dog's specific situation.

On the following pages, you will learn how to **track your dog's itch** so your veterinarian will be able to plan future treatments.

### Is CYTOPOINT safe?

In a clinical study, **dogs who received CYTOPOINT injections had no more side effects than dogs who received placebo injections** (injections with no treatment at all). CYTOPOINT is safe to use in dogs of any age, and can be used with many other commonly used medications and in dogs with other diseases.<sup>8</sup>

Because **CYTOPOINT is a biological therapy and not a drug, it is naturally broken down and recycled by the body.** It is not eliminated from the body via the liver or kidneys like most pharmaceutical drug products. This is one of the reasons CYTOPOINT can be a safe choice for your dog.

### How to use the Itch Tracker

**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 dots are connected, you and your veterinarian will see how your dog's itching has decreased over the course of treatment and how long your dog's CYTOPOINT treatment lasted.



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

## With CYTOPOINT™, your dog can enjoy itch relief for up to 8 weeks<sup>1</sup>

### How long will one injection of CYTOPOINT last?

One CYTOPOINT injection helps control itch for 4 to 8 weeks. That means your dog may be able to go as long as 8 weeks<sup>1</sup> between injections. Every dog is different, so your veterinarian, with your help, will monitor your dog during treatment with CYTOPOINT.

### How will I know when it is time for my dog to get another CYTOPOINT injection?

Your veterinarian may have already scheduled a return appointment about 4 weeks after the initial injection. If you don't have a return appointment, your veterinarian may ask you to call when you notice your dog is scratching again. If this is the case, **monitor your dog's behavior daily** and be sure to call for an appointment as soon as you see your dog scratching.

### How long will my dog need CYTOPOINT treatment?

Some dogs have year-round disease and may need continuous treatment with CYTOPOINT, whereas other dogs may only need CYTOPOINT when itch flares (for example, during allergy season). You and your veterinarian should decide together what is best for your dog's specific situation.

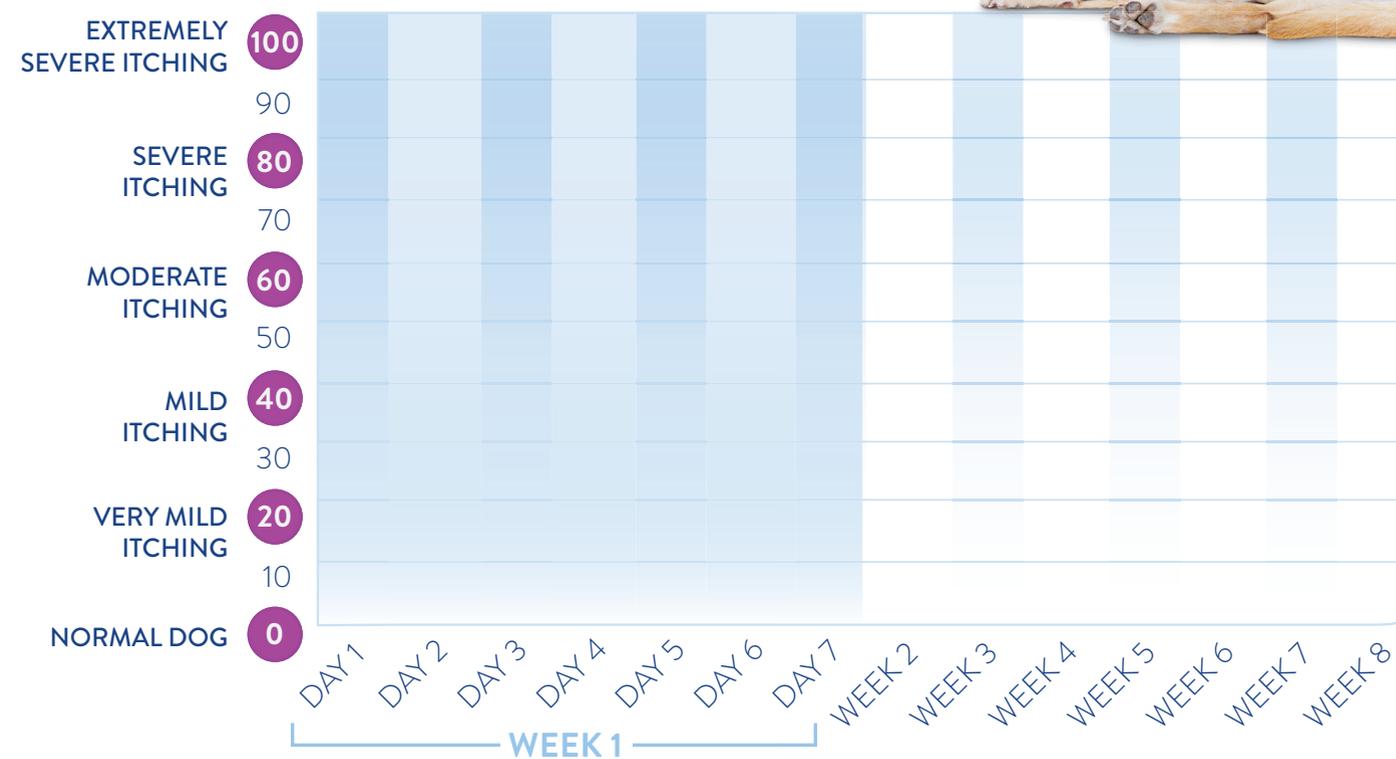
On the following pages, you will learn how to **track your dog's itch** so your veterinarian will be able to plan future treatments.

### Is CYTOPOINT safe?

In a clinical study, **dogs who received CYTOPOINT injections had no more side effects than dogs who received placebo injections** (injections with no treatment at all). CYTOPOINT is safe to use in dogs of any age, and can be used with many other commonly used medications and in dogs with other diseases.<sup>8</sup>

Because **CYTOPOINT is a biological therapy and not a drug, it is naturally broken down and recycled by the body.** It is not eliminated from the body via the liver or kidneys like most pharmaceutical drug products. This is one of the reasons CYTOPOINT can be a safe choice for your dog.

### Itch Tracker



### How to rate your dog's itch

- |   |  |
|---|--|
| <p><b>EXTREMELY SEVERE ITCHING</b> 100</p> <p>Dog is scratching, chewing, licking almost continuously. Itching practically never stops, regardless of what else is happening around the dog.</p>          | <p><b>MILD ITCHING</b> 40</p> <p>Moderately frequent episodes of itching. There may be occasional episodes of itching at night. No itching when sleeping, eating, playing, exercising or being distracted.</p> |
| <p><b>SEVERE ITCHING</b> 80</p> <p>Prolonged episodes of itching when the dog is awake. Itching occurs at night and also when eating, playing or exercising, or when otherwise distracted.</p>            | <p><b>VERY MILD ITCHING</b> 20</p> <p>Occasional episodes of itching. The dog is slightly more itchy than before the problem began.</p>  |
| <p><b>MODERATE ITCHING</b> 60</p> <p>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.</p> | <p><b>NORMAL DOG</b> 0</p> <p>Itching is not a problem.</p>  |

**1**  
CYTOPOINT injection helps control itch for 4-8 weeks\*



**CYTOPOINT™**

\*Repeat administration every 4 to 8 weeks as needed in the individual patient.

# CYTOPOINT™ helps improve the quality of life for dogs and their families

Surveys of owners whose dogs have been treated with CYTOPOINT reflect that its **effective, convenient, long-term itch relief** has a positive effect on quality of life!



Say **they would recommend CYTOPOINT** to a friend whose dog has atopic dermatitis<sup>9</sup>



Say **their dog's quality of life has improved** since beginning treatment with CYTOPOINT<sup>9</sup>



Say **their own quality of life has improved** since their dog began receiving CYTOPOINT<sup>9</sup>

**MY DOG'S NEXT VETERINARY APPOINTMENT IS:**

**DATE:**

**TIME:**

**If you have questions, ask your veterinarian or visit [www.CYTOPOINT4Dogs.com](http://www.CYTOPOINT4Dogs.com)**

**References:** 1. Data on file, Study Report No. C863R-US-12-018, Zoetis LLC. 2. 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. 3. Olivry T, Bäumer W. Atopic itch in dogs: pharmacology and modeling. In: Cowan A, Yosipovitch G, eds. *Pharmacology of Itch, Handbook of Experimental Pharmacology.* 2015:357-369. doi:10.1007/978-3-662-44605-8\_19. 4. 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. 5. 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. 6. Olivry T, Bainbridge G. *Clinician's Brief.* Advances in veterinary medicine: therapeutic monoclonal antibodies for companion animals. March 2015. [http://www.cliniciansbrief.com/sites/default/files/attachments/ZoetisCN\\_Mar\\_FNL.pdf](http://www.cliniciansbrief.com/sites/default/files/attachments/ZoetisCN_Mar_FNL.pdf). Accessed June 21, 2016. 7. Marsella R, Sousa CA, Gonzales AJ, et al. Current understanding of the pathophysiologic mechanisms of canine atopic dermatitis. *J Am Vet Med Assoc.* 2012;241(2):194-207. doi:10.2460/javma.241.2.194. 8. Data on file, Study Report No. C961R-US-13-051, Zoetis LLC. 9. Data on file, Pet Owner Submissions, August 2016, Zoetis LLC.

All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted.

© 2016 Zoetis Services LLC. All rights reserved. CYT-00087