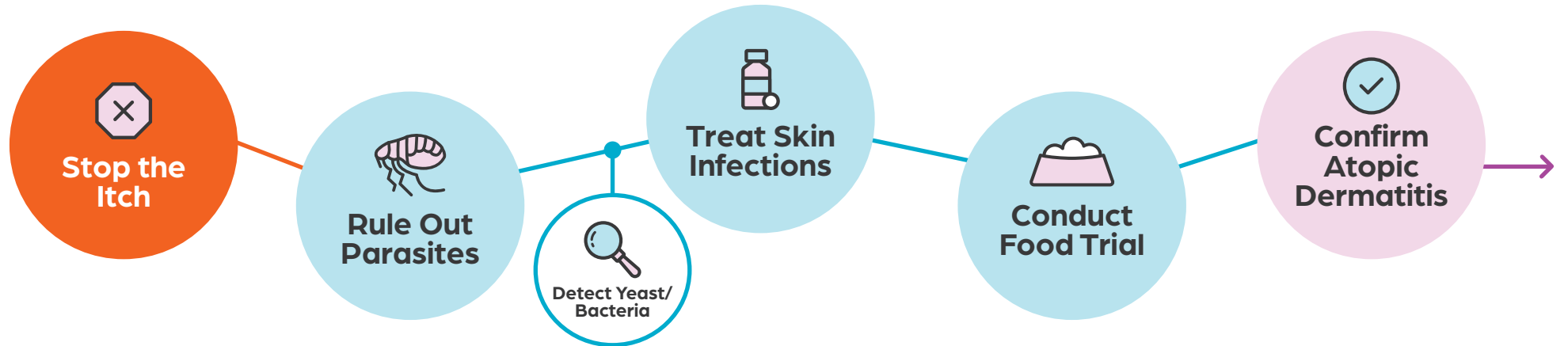


The Journey to Your Itchy Dog's Source of Comfort

Understanding, diagnosing and treating your dog's itchy skin is a process that can take time, but each step brings us closer to finding their ideal source of comfort.



Start with foundational relief

Continue to provide allergic itch relief throughout the diagnostic work-up

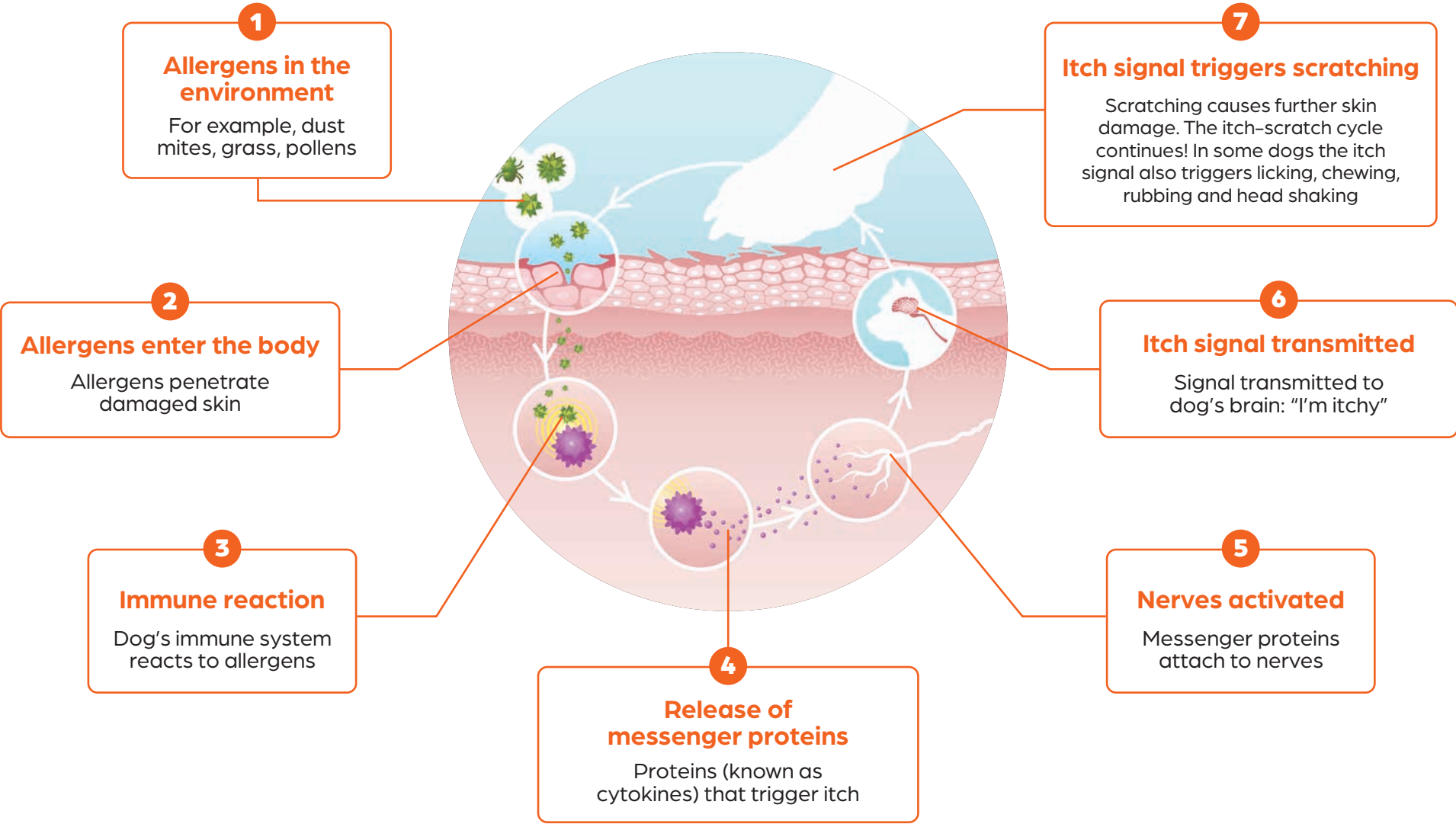
Plan for ongoing management

LET'S TRACK YOUR DOG'S INDIVIDUAL MANAGEMENT PLAN TO FIND WHAT'S CAUSING THEIR ITCH AND GET THEM BACK TO COMFORT

Record details such as diagnostic results, treatment(s) prescribed (name, dose), date of next appointment, etc.

The Itch-Scratch Cycle of Canine Allergic Dermatitis

Allergic dermatitis can be a lifelong condition, but with the right approach we can find a source of comfort that gives your dog fast and lasting relief.



Stay Alert for Flare-Ups





Allergic dermatitis can require lifelong management.
But even when well controlled, occasional flare-ups can happen.¹

What is a Flare-up?

A flare-up is when the symptoms of your dog's skin condition worsen, becoming more frequent and/or severe, typically after a period of being relatively well controlled.

Why Do Flare-ups Occur?

The skin is a living organ that is exposed to external conditions that change constantly. This can lead to your dog's skin reacting to flare factors, including:

 PARASITES	 SKIN & EAR INFECTIONS	 ENVIRONMENTAL ALLERGENS	 FOOD ALLERGENS
Itch-causing parasites including fleas and mites	Caused by bacteria and yeast	Increased exposure to allergens like house dust mites, pollen, mould	Up to 20% of dogs with allergic skin disease can be allergic to a specific food ingredient(s), such as beef, dairy, or chicken ²

How to Monitor a Flare-up?

Tracking your dog's **Itch Score** is a practical way to monitor for signs of a flare-up. An increase in your dog's itch score can indicate a flare-up is occurring. Use the **Itch Score Tracker** on the next page to help you monitor your dog's Itch Score every day.

What to Do if You Notice a Flare-up?

Your dog's skin can worsen rapidly, so if you notice any signs of a flare-up, **schedule an appointment to see us, your veterinary team**. We can diagnose the cause of the flare-up and modify your dog's management plan to return them to the comfort of healthy skin.

¹. Olivry T, DeBoer D, Favrot C, et al. Treatment of canine atopic dermatitis: 2015 updated guidelines from the International Committee on Allergic Diseases of Animals (ICADA). BMC Vet Res. 2015;11:210. doi:10.1186/s12917-015-0514-6. ². Mueller RS, Olivry T, Prelaud P. Critically appraised topic on adverse food reactions of companion animals (2): common food allergen sources in dogs and cats. BMC Vet Res 2016; 12: 9. ³. Hill PB, Lau P, Rybnicek J. Development of an owner-assessed scale to measure the severity of pruritus in dogs. Veterinary Dermatology, 18(5):301-308, 2007

