



**apoquel**<sup>®</sup>  
(oclacitinib tablet)

# **APOQUEL: CHANGING THE WAY YOU TREAT CANINE ALLERGIC DERMATITIS**

**PERSPECTIVES FROM YOUR COLLEAGUES AND CLIENTS**

**EARLY  
EXPERIENCE  
PROGRAM**

**In 2013, over 400 veterinarians and approximately 1,000 dogs participated in the APOQUEL Early Experience Program. After the program was finished, we surveyed 119 veterinarians and 356 dog owners. Their feedback was overwhelmingly positive.<sup>1,2</sup>**

## 99% OF VETERINARIANS SURVEYED WOULD RECOMMEND APOQUEL TO OTHER VETERINARIANS.<sup>1</sup>

### 96% OF VETERINARIANS WERE SATISFIED WITH THE EFFICACY OF APOQUEL<sup>1</sup>

“So far, much less itching. Hardly any, if at all. I’m really impressed. Nothing has given this dog relief, ever. Go APOQUEL!” -**Dr. Jill Abraham (New York, NY)**

### 98% OF VETERINARIANS WERE SATISFIED WITH THE SPEED OF ONSET OF APOQUEL<sup>1</sup>

“Katie had a pruritic allergy, 10/10 on itch scale, [so we] started her on APOQUEL. After two doses (<24 hours), the owner called in this morning, thanking us profusely. He said the dog is completely different, not itchy, and very happy.” -**Dr. Jennifer Blair (Roseville, MN)**

### 91% OF VETERINARIANS WERE SATISFIED WITH THE SIDE EFFECTS OF APOQUEL<sup>1</sup>

“I have heard from 1 client and she said the dog is a different dog. Pruritus is down 90% and she said the dog is so much more comfortable. I was so glad to hear that.” -**Dr. Dale Brown (Fayetteville, NC)**

**IN FACT, THE MAJORITY OF VETERINARIANS WOULD PRESCRIBE APOQUEL FOR FUTURE ACUTE, SEASONAL, AND CHRONIC CASES OF PRURITUS IN THE NEXT 6 MONTHS.<sup>1</sup>**

OVER  
**75%**

would replace Novartis' Atopica<sup>®</sup>  
with APOQUEL.

ALMOST  
**50%**

would replace steroids  
with APOQUEL.

**ACCORDING TO PET OWNERS WHO HAD DOGS ENROLLED IN THE EARLY EXPERIENCE PROGRAM,**

**9 OUT OF 10 WOULD RECOMMEND APOQUEL TO A FRIEND.<sup>2</sup>**

**PET OWNERS AGREED THAT APOQUEL IMPROVED THE QUALITY OF LIFE**

**DOG'S LIFE**



**OWNER'S LIFE**



“She loves going for walks. She just has such a different personality than she had before. Or maybe she had that personality but it was just masked by all the pain and suffering before. It’s really great to see how she is now after APOQUEL.” **-Owner of Molly**

“I wanted to update you on Jenn. The difference in her [since APOQUEL] is amazing. You will never know how much we appreciate everything APOQUEL has done for our dog. It has not only affected our pet but it has affected our lives as well.” **-Owner of Jenn**



# A FAST-ACTING AND SAFE TREATMENT FOR FIRST LINE CONTROL OF CANINE PRURITUS.

**apoquel**<sup>®</sup>  
(oclacitinib tablet)

## NOVEL

Uniquely targets the cytokines involved in itch and inflammation with minimal negative impact on immune function.<sup>3</sup>

## FAST

Rapid onset of relief within 4 hours. Effectively controls itch within 24 hours.<sup>4,5</sup>

## SAFE

Without many of the side effects associated with steroids.<sup>5,6</sup>



**Experience the difference with APOQUEL today!**

**Indications:** Control of pruritus 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 infections 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 full Prescribing Information on next page.

**References:** **1.** Data on File. Apoquel EEP Veterinarian Aggregate Data 4-18-14. **2.** Data on File. Pet Owner Survey Aggregate Report 4-10-14. **3.** Gonzales A, Bowman J, Fici G, Zhang M, Mann D, Mitton-Fry M. Oclacitinib (Apoquel<sup>®</sup>) is a novel Janus Kinase inhibitor with activity against cytokines involved in allergy. *J Vet Pharmacol Ther.* In press. **4.** Data on file. Study report A161R-AU-12-096. 2013. Zoetis Inc. **5.** Cosgrove SB, Wren JA, Cleaver DM, 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):479e-114. doi:10.1111/vde.12047. **6.** Cosgrove SB, Wren JA, Cleaver DM et al. A blinded, randomized, placebo controlled trial of efficacy and safety of the Janus Kinase inhibitor oclacitinib (Apoquel<sup>®</sup>) in client-owned dogs with atopic dermatitis. *Vet Dermatol.* 2013;24:587-e142. doi:10.1111/vde.12088.