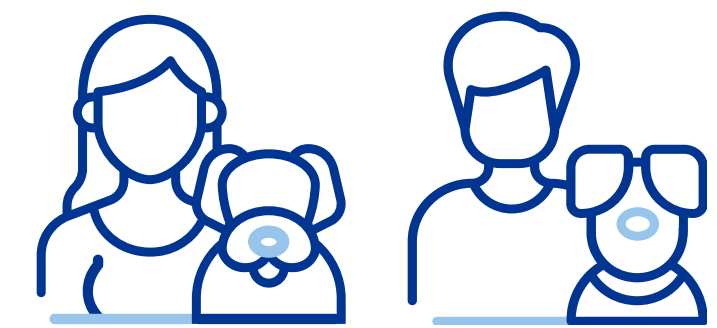


MAXIMIZE TREATMENT SUCCESS WITH A CYTOPLAN

Guide your clients through Cytopoint® treatment and ensure compliance



PET OWNERS ARE

7x

more likely to follow a clear treatment plan than an ambiguous recommendation¹

Progress exams help determine when dogs have achieved treatment success



Schedule a progress exam with the pet owner 4 weeks after the first Cytopoint injection

If the dog is a treatment success, determine the appropriate interval for follow-up injections



If the dog has a partial response, administer a second injection and schedule a second progress exam in 4 weeks



Administer Cytopoint every 4 to 8 weeks as needed to maintain treatment success²

Use the note section of your patient's Cytoplan for reminders and additional treatment recommendations

Indications: Cytopoint has been shown to be effective for the treatment of dogs against allergic dermatitis and atopic dermatitis.

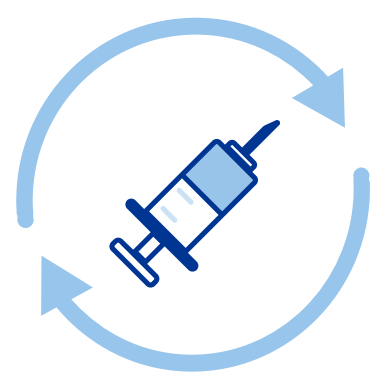
References: 1. Kanji N, Coe JB, Adams CL, et al. Effect of veterinarian-client-patient interactions on client adherence to dentistry and surgery recommendations in companion-animal practice. *J Am Vet Med Assoc.* 2012;240(4):427-436. doi:10.2460/javma.240.4.427. 2. Data on file, Study No. C863R-US-12-018, 2014, Zoetis Inc.

CYTOPLAN FOR:

(patient's name)

Schedule a progress exam 4 weeks after the first
Cytoint® injection

Date of exam



Establish the appropriate injection interval to maintain
your dog's allergic itch relief

Receive Cytoint every

weeks



Get text and/or email reminders

- Sign up at zoetispetcare.com/reminders so your dog never misses an injection



Schedule an exam if you suspect a flare

- Flares are common in dogs with allergic dermatitis and are not a sign that your dog's treatment has stopped working
- Home remedies or over-the-counter treatments are unlikely to relieve itch
- Flares can be caused by skin and ear infections, fleas, house dust mites, pollen or food allergies

Call the practice with any questions about your dog's

CYTOPLAN

Indications: Cytoint has been shown to be effective for the treatment of dogs against allergic dermatitis and atopic dermatitis.

References: **1.** Kanji N, Coe JB, Adams CL, et al. Effect of veterinarian-client-patient interactions on client adherence to dentistry and surgery recommendations in companion-animal practice. *J Am Vet Med Assoc.* 2012;240(4):427-436. doi:10.2460/javma.240.4.427. **2.** Data on file, Study No. C863R-US-12-018, 2014, Zoetis Inc.

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