

Keith A Hnilica *DVM, MS, MBA*
Diplomate ACVD

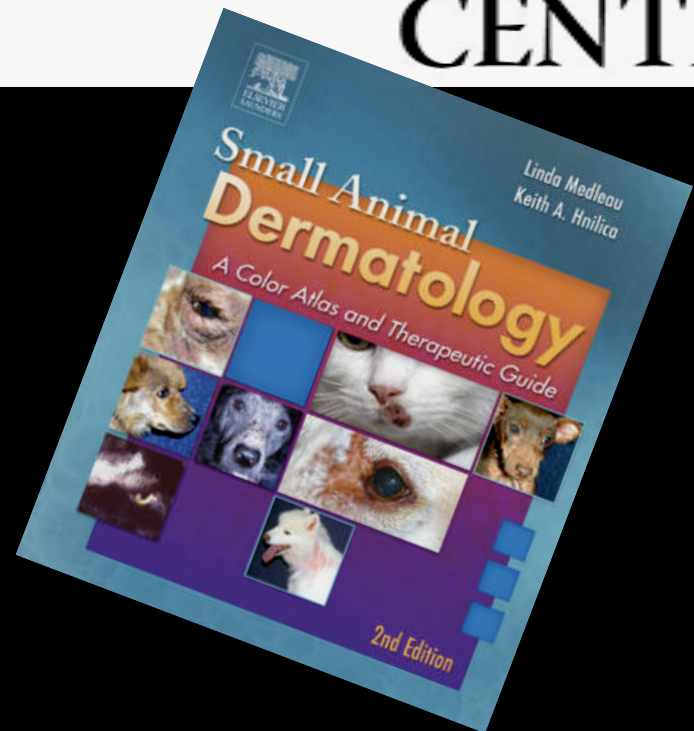


Pet Wellness CENTER

PetsLivingLonger.com



itchnot.com



The Novartis Dermatology System

The Great Itchy Dog Search.

Finding a way to bring more patients into the Comfort Zone.

ITCHY DOGS ARE WAITING FOR RELIEF.

- It's estimated that more than 1 in 10 dogs are affected by itchy!
- This suggests there are itchy dogs in your files that can be helped with the safety and comfort of ATOPICA®.
- The Itchy Dog Search tool makes it easy with tips from a dermatologist.
- Helpful search clues work with your practice management software.

YOUR CLIENTS HAVE ALSO BEEN WAITING.

- Once you've identified the itchy dogs, find out about The Great Search postcard.
- Personalize with patient name and check off appropriate symptoms and test results.
- Address and drop in the mail, the postage is on us!
- Postcard
- Explain your offer: Using a non-sedative treatment successfully with patients that have symptoms similar to their dog's.
- Encourage client to make an appointment to learn more about the possible difference this advanced treatment can make.
- Itchy Dog Evaluation
- Your clients complete to help you evaluate their dog's condition and find the source of itchy symptoms more quickly.
- Results
- Not every case takes advantage of a valuable road to relief that requires no paperwork from you.

Atopica
The simple way of comfort.

As with all drugs, side effects may occur. In a field study, the most common side effects were gastrointestinal signs. Congestive heart failure and polydipsia may also occur during the initial dosing phase. ATOPICA is not for use in reproducing dogs or dogs with a history of malignant melanoma.

WHAT IS MAKING MY DOG SO ITCHY?

Evaluation Form

A thorough history can help you find the source of your dog's itching more quickly. Please answer the following questions to help guide the diagnosis process.

Date: _____ Age: _____ Breed: _____ Weight: _____

Name of dog: _____ Sex: _____

PHYSICAL EVALUATION

Please check any that describe your dog and indicate pattern (sign) for the finding.

☐ Itchy face ☐ Itchy ears ☐ Itchy body ☐ Itchy tail ☐ Itchy paws ☐ Itchy skin ☐ Itchy hair ☐ Itchy nose ☐ Itchy mouth ☐ Itchy eyes ☐ Itchy ears ☐ Itchy body ☐ Itchy tail ☐ Itchy paws ☐ Itchy skin ☐ Itchy hair ☐ Itchy nose ☐ Itchy mouth ☐ Itchy eyes

CHIEF PROBLEM AREA

☐ Head ☐ Neck ☐ Chest ☐ Back ☐ Belly ☐ Legs ☐ Feet ☐ Tail ☐ Ears ☐ Face ☐ Mouth ☐ Eyes

SEVERITY EVALUATION

On a scale of 1 to 10 rank the severity of your dog's symptoms.

1 2 3 4 5 6 7 8 9 10

ONSET AND SEASONALITY EVALUATION

When did the first signs of your dog's itchy symptoms first appear?

1 2 3 4 5 6 7 8 9 10

PARASITE CONTROL

Are you up to date on flea and tick prevention?

☐ Yes ☐ No

What type of flea and tick prevention are you using?

☐ Flea collar ☐ Flea spot-on ☐ Flea oral ☐ Flea injection ☐ Flea shampoo ☐ Flea comb ☐ Flea brush ☐ Flea vacuum ☐ Flea trap

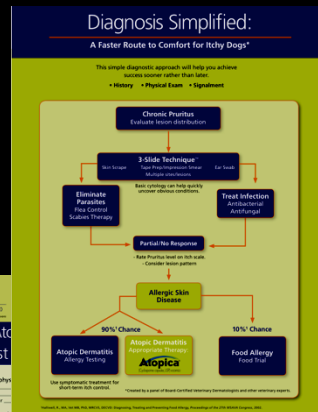
DIETARY TREATMENTS

Are you feeding your dog a special diet?

☐ Yes ☐ No

What type of diet are you feeding?

☐ Grain-free ☐ Grain ☐ Protein-free ☐ Protein ☐ Fat-free ☐ Fat ☐ Sugar-free ☐ Sugar ☐ Salt-free ☐ Salt ☐ Acid-free ☐ Acid ☐ Alkaline-free ☐ Alkaline ☐ Other



Signs to Guide You

B. EAR SCRATCH TEST

- Positive pinnae pedal reflex: a reflexive ear "lick" induced by scratching the ear tip is 80% diagnostic of atopy!
- Confirm with 3-Slide Technique*

D. FOOT LICKING

- 85% of the time foot-licking dogs are Atopic (allergic allergy, house dust mite allergy)
- 15% will have Food Allergy

C. PERIANAL DERMATITIS

- Usually related to Food Allergy
- Should be suspected if age of onset is less than 1 yr, or older than 5 years
- Particularly in Labradors and German Shepherds

As with all drugs, side effects may occur. In a field study, the most common side effects were gastrointestinal signs. Congestive heart failure and polydipsia may also occur during the initial dosing phase. ATOPICA is a systemic immunosuppressant that may increase the susceptibility to infection. ATOPICA is not for use in reproducing dogs or dogs with a history of malignant melanoma.

Comfort Zone Rebate and Helpful Tips.

Atopica

Follow the simple steps below to receive a rebate on your purchase of ATOPICA.

1. Please attach the rebate that matches your ATOPICA purchase.

☐ 10 Slides (number of boxes of 10 mg oral ATOPICA)

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2. Complete the form and send it to:

Novartis Animal Health US, Inc., Rebate Department
P.O. Box 47700
Kalamazoo, MI 49002-4700

3. Rebate will be credited to your account within 4-6 weeks.

4. You will receive the rebate within 4-6 weeks.

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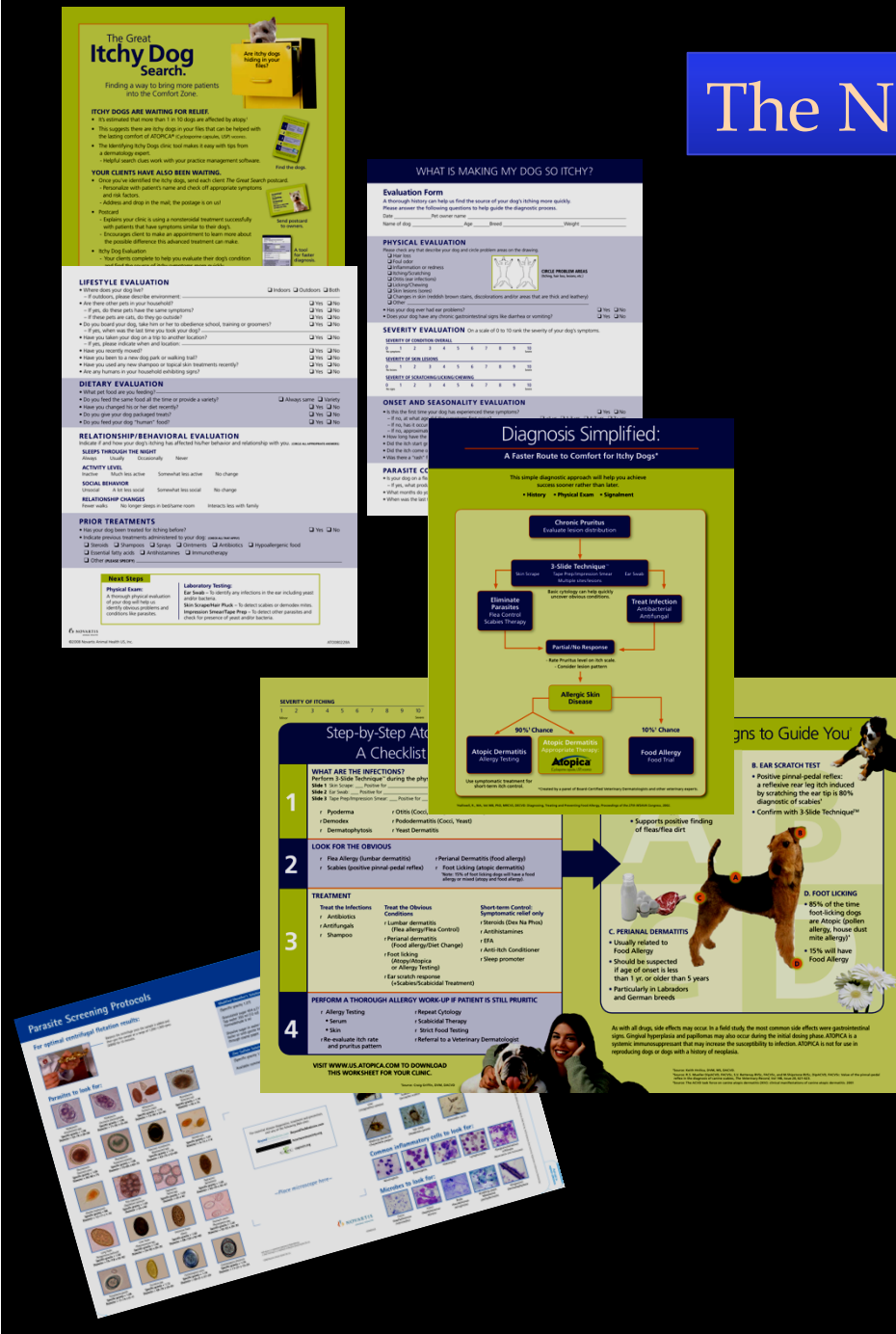
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The Novartis Dermatology System

www.CEforVETSandTECHS.com

In Clinic CE Videos
3 Slide Technique Wetlabs
Profitability Calculator
Dermatology Clinic Visits
Dermatology Dinner CE



The Great Itchy Dog Search.

Finding a way to bring more patients into the Comfort Zone.



ITCHY DOGS ARE WAITING FOR RELIEF.

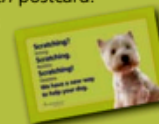
- It's estimated that more than 1 in 10 dogs are affected by atopy.¹
- This suggests there are itchy dogs in your files that can be helped with the lasting comfort of ATOPICA® (Cyclosporine capsules, USP) MODIFIED.
- The Identifying Itchy Dogs clinic tool makes it easy with tips from a dermatology expert.
 - Helpful search clues work with your practice management software.



Find the dogs.

YOUR CLIENTS HAVE ALSO BEEN WAITING.

- Once you've identified the itchy dogs, send each client *The Great Search* postcard.
 - Personalize with patient's name and check off appropriate symptoms and risk factors.
 - Address and drop in the mail; the postage is on us!
- Postcard
 - Explains your clinic is using a nonsteroidal treatment successfully with patients that have symptoms similar to their dog's.
 - Encourages client to make an appointment to learn more about the possible difference this advanced treatment can make.
- Itchy Dog Evaluation
 - Your clients complete to help you evaluate their dog's condition and find the source of itchy symptoms more quickly.
- Rebate
 - Pet owners can take advantage of a valuable mail-in rebate that requires no paperwork from you.



Send postcard to owners.



A tool for faster diagnosis.



Pet owners save money.

Atopica
(Cyclosporine capsules, USP) MODIFIED
The simple joy of comfort.

As with all drugs, side effects may occur. In a field study, the most common side effects were gastrointestinal signs. Gingival hyperplasia and papillomas may also occur during the initial dosing phase. ATOPICA is not for use in reproducing dogs or dogs with a history of malignant neoplasia.

ATOPIC0212A

Flea Allergy
Atopy

WHAT IS MAKING MY DOG SO ITCHY?

Evaluation Form

A thorough history can help us find the source of your dog's itching more quickly.

Please answer the following questions to help guide the diagnostic process.

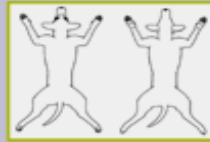
Date _____ Pet owner name _____

Name of dog _____ Age _____ Breed _____ Weight _____

PHYSICAL EVALUATION

Please check any that describe your dog and circle problem areas on the drawing.

- ☐ Hair loss
- ☐ Foul odor
- ☐ Inflammation or redness
- ☐ Itching/Scratching
- ☐ Otitis (ear infections)
- ☐ Licking/Chewing
- ☐ Skin lesions (sores)
- ☐ Changes in skin (reddish brown stains, discolorations and/or areas that are thick and leathery)
- ☐ Other _____



CIRCLE PROBLEM AREAS
(Itching, hair loss, lesions, etc.)

• Has your dog ever had ear problems?

☐ Yes ☐ No

• Does your dog have any chronic gastrointestinal signs like diarrhea or vomiting?

☐ Yes ☐ No

SEVERITY EVALUATION

On a scale of 0 to 10 rank the severity of your dog's symptoms.

SEVERITY OF CONDITION OVERALL

0 1 2 3 4 5 6 7 8 9 10
No symptoms Severe

SEVERITY OF SKIN LESIONS

0 1 2 3 4 5 6 7 8 9 10
No lesions Severe

SEVERITY OF SCRATCHING/LICKING/CHEWING

0 1 2 3 4 5 6 7 8 9 10
No signs Severe

ONSET AND SEASONALITY EVALUATION

- Is this the first time your dog has experienced these symptoms?
 - If no, at what age did the symptoms first occur? _____
 - If no, has it occurred around the same time of year each time?
– If no, approximate time of year symptoms occur. _____

☐ Yes ☐ No
☐ <1 yr ☐ 1-3 yrs ☐ 4-7 yrs ☐ 7+ yrs
☐ Yes ☐ No

• How long have the current symptoms been going on? _____

• Did the itch start gradually and over time become worse?

☐ Yes ☐ No

• Did the itch come on suddenly without warning?

☐ Yes ☐ No

• Was there a "rash" first or itching first? Or simultaneous?

☐ Rash first ☐ Itch first ☐ Simultaneous

PARASITE CONTROL

• Is your dog on a flea/heartworm preventative?

☐ Yes ☐ No

– If yes, what product(s)? _____

• What months do you administer the preventative? _____

• When was the last time you administered the parasite control? _____

WHAT IS MAKING MY DOG SO ITCHY?

Evaluation Form

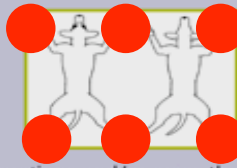
A thorough history can help us find the source of your dog's itching more quickly.
Please answer the following questions to help guide the diagnostic process.

Date _____ Pet owner name Mrs. Jones
Name of dog Jake Age 2 Breed Lab Weight 63lbs

PHYSICAL EVALUATION

Please check any that describe your dog and circle problem areas on the drawing.

- ☒ Hair loss
- ☐ Foul odor
- ☐ Inflammation or redness
- ☐ Itching/Scratching
- ☒ Otitis (ear infections)
- ☒ Licking/Chewing
- ☒ Skin lesions (sores)
- ☐ Changes in skin (reddish brown stains, discolorations and/or areas that are thick and leathery)
- ☐ Other _____



CIRCLE PROBLEM AREAS
(Itching, hair loss, lesions, etc.)

- Has your dog ever had ear problems? ☐ Yes ☐ No
- Does your dog have any chronic gastrointestinal signs like diarrhea or vomiting? ☐ Yes ☐ No

SEVERITY EVALUATION

On a scale of 0 to 10 rank the severity of your dog's symptoms.

SEVERITY OF CONDITION OVERALL

0 1 2 3 4 5 6 7 8 9 10
No symptoms Severe

☒ 9

SEVERITY OF SKIN LESIONS

0 1 2 3 4 5 6 7 8 9 10
No lesions Severe

☒ 7

SEVERITY OF SCRATCHING/LICKING/CHEWING

0 1 2 3 4 5 6 7 8 9 10
No signs Severe

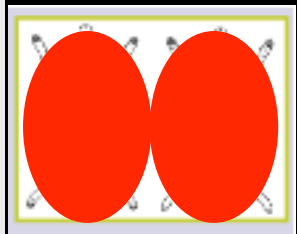
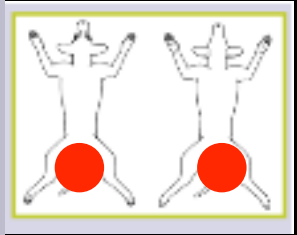
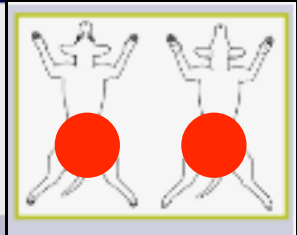
☒ 10

ONSET AND SEASONALITY EVALUATION

- Is this the first time your dog has experienced these symptoms?
 - If no, at what age did the symptoms first occur? ☐ <1 yr ☒ 1-3 yrs ☐ 4-7 yrs ☐ 7+ yrs
 - If no, has it occurred around the same time of year each time? ☐ Yes ☐ No
 - If no, approximate time of year symptoms occur. _____
- How long have the current symptoms been going on? _____
- Did the itch start gradually and over time become worse? ☒ Yes ☐ No
- Did the itch come on suddenly without warning? ☐ Yes ☒ No
- Was there a "rash" first or itching first? Or simultaneous? ☐ Rash first ☒ Itch first ☐ Simultaneous

PARASITE CONTROL

- Is your dog on a flea/heartworm preventative? ☒ Yes ☐ No
 - If yes, what product(s)? Sentinel
- What months do you administer the preventative? _____
- When was the last time you administered the parasite control? _____



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Evaluation Form

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Date _____ Pet owner name Mrs. Jones
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- ☒ Licking/Chewing
- ☒ Skin lesions (sores)
- ☐ Changes in skin (reddish brown stains, discolorations and/or areas that are thick and leathery)
- ☐ Other _____



CIRCLE PROBLEM AREAS
(Itching, hair loss, lesions, etc.)

- Has your dog ever had ear problems? ☐ Yes ☐ No
- Does your dog have any chronic gastrointestinal signs like diarrhea or vomiting? ☐ Yes ☐ No

SEVERITY EVALUATION

On a scale of 0 to 10 rank the severity of your dog's symptoms.

SEVERITY OF CONDITION OVERALL

0 1 2 3 4 5 6 7 8 9 10
No symptoms Severe

SEVERITY OF SKIN LESIONS

0 1 2 3 4 5 6 7 8 9 10
No lesions Severe

SEVERITY OF SCRATCHING/LICKING/CHewing

0 1 2 3 4 5 6 7 8 9 10
No signs Severe

Fleas
Yeast
Scabies

ONSET AND SEASONALITY EVALUATION

- Is this the first time your dog has experienced these symptoms?
 - If no, at what age did the symptoms first occur? _____
 - If no, has it occurred around the same time of year each time? _____
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- How long have the current symptoms been going on? _____
 - ☐ <1 yr ☒ 1-3 yrs ☐ 4-7 yrs ☐ 7+ yrs
- Did the itch start gradually and over time become worse? ☒ Yes ☐ No
- Did the itch come on suddenly without warning? ☐ Yes ☒ No
- Was there a "rash" first or itching first? Or simultaneous?
 - ☐ Rash first ☒ Itch first ☐ Simultaneous

PARASITE CONTROL

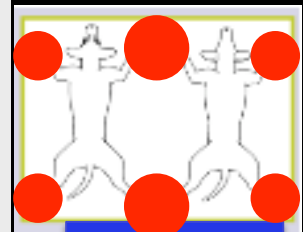
- Is your dog on a flea/heartworm preventative? ☒ Yes ☐ No
 - If yes, what product(s)? Sentinel
- What months do you administer the preventative? _____
- When was the last time you administered the parasite control? _____



Flea Allergy



Food Allergy



Atopy

LIFESTYLE EVALUATION

- Where does your dog live?
– If outdoors, please describe environment: _____
☐ Indoors ☐ Outdoors ☒ Both
- Are there other pets in your household?
– If yes, do these pets have the same symptoms?
– If these pets are cats, do they go outside?
☒ Yes ☐ No
☐ Yes ☒ No
☐ Yes ☐ No
- Do you board your dog, take him or her to obedience school, training or groomers?
– If yes, when was the last time you took your dog? _____
☒ Yes ☐ No
- Have you taken your dog on a trip to another location?
– If yes, please indicate when and location: _____
☒ Yes ☐ No
- Have you recently moved?
☐ Yes ☒ No
- Have you been to a new dog park or walking trail?
☒ Yes ☐ No
- Have you used any new shampoo or topical skin treatments recently?
☐ Yes ☐ No
- Are any humans in your household exhibiting signs?
☐ Yes ☒ No

DIETARY EVALUATION

- What pet food are you feeding? _____
- Do you feed the same food all the time or provide a variety?
☒ Always same ☐ Variety
- Have you changed his or her diet recently?
☐ Yes ☒ No
- Do you give your dog packaged treats?
☐ Yes ☐ No
- Do you feed your dog "human" food?
☒ Yes ☐ No

RELATIONSHIP/BEHAVIORAL EVALUATION

Indicate if and how your dog's itching has affected his/her behavior and relationship with you. (CIRCLE ALL APPROPRIATE ANSWERS)

SLEEPS THROUGH THE NIGHT

Always Usually Occasionally Never *Benadryl at bedtime*

ACTIVITY LEVEL

Inactive Much less active Somewhat less active No change

SOCIAL BEHAVIOR

Unsocial A lot less social Somewhat less social No change

RELATIONSHIP CHANGES

Fewer walks No longer sleeps in bed/same room Interacts less with family

PRIOR TREATMENTS

- Has your dog been treated for itching before?
☒ Yes ☐ No
- Indicate previous treatments administered to your dog: (CHECK ALL THAT APPLY)
☒ Steroids ☒ Shampoos ☐ Sprays ☐ Ointments ☒ Antibiotics ☐ Hypoallergenic food
☐ Essential fatty acids ☒ Antihistamines ☐ Immunotherapy
☐ Other (PLEASE SPECIFY) _____

Next Steps

Physical Exam:

A thorough physical evaluation of your dog will help us identify obvious problems and conditions like parasites.

Laboratory Testing:

Ear Swab – To identify any infections in the ear including yeast and/or bacteria.

Skin Scrape/Hair Pluck – To detect scabies or demodex mites.

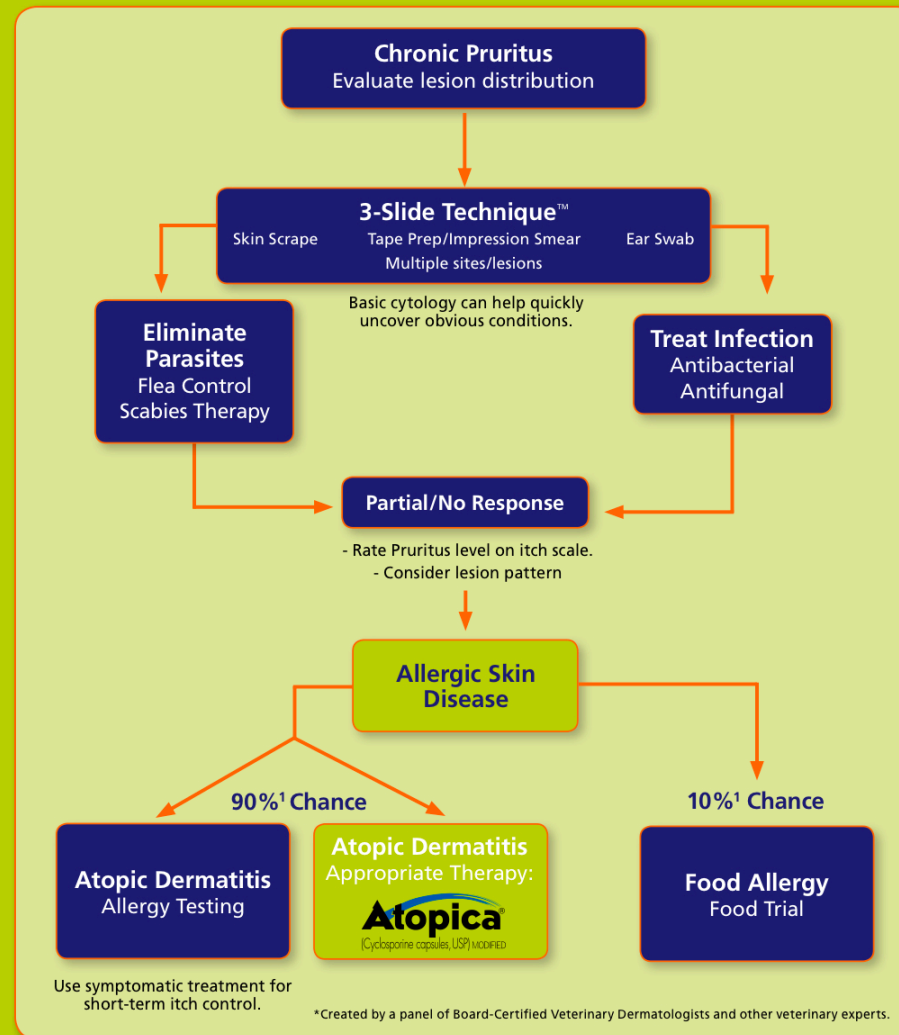
Impression Smear/Tape Prep – To detect other parasites and check for presence of yeast and/or bacteria.

Diagnosis Simplified:

A Faster Route to Comfort for Itchy Dogs*

This simple diagnostic approach will help you achieve success sooner rather than later.

- History
- Physical Exam
- Signalment



¹Halliwell, R., MA, Vet MB, PhD, MRCVS, DECVD: Diagnosing, Treating and Preventing Food Allergy, *Proceedings of the 27th WSAVA Congress*, 2002.

SEVERITY OF ITCHING

1 2 3 4 5 6 7 8 9 10

X

PET'S NAME:

Jake

Step-by-Step Atopy Worksheet:
A Checklist to Success

1

WHAT ARE THE INFECTIONS?

Perform 3-Slide Technique™ during the physical exam

Slide 1: Skin Scrape: ____ Positive for ____ Negative

Slide 2: Ear Swab: ____ Positive for ____ Negative

Slide 3: Tape Prep/Impression Smear: ____ Positive for ____ Negative

- r Pyoderma
- r Otitis (Cocci, Yeast, Pseudomonas)
- r Demodex
- r Pododermatitis (Cocci, Yeast)
- r Dermatophytosis
- r Yeast Dermatitis

2

LOOK FOR THE OBVIOUS

- r Flea Allergy (lumbar dermatitis)
 - r Perianal Dermatitis (food allergy)
 - r Scabies (positive pinnal-pedal reflex)
 - r Foot Licking (atopic dermatitis)
- *Note: 15% of foot-licking dogs will have a food allergy or mixed (atopy and food allergy).

3

TREATMENT

Treat the Infections

- r Antibiotics
- r Antifungals
- r Shampoo

Treat the Obvious Conditions

- r Lumbar dermatitis (Flea allergy/Flea Control)
- r Perianal dermatitis (Food allergy/Diet Change)
- r Foot licking (Atopy/Atopica or Allergy Testing)
- r Ear scratch response (+Scabies/Scabidical Treatment)

Short-term Control: Symptomatic relief only

- r Steroids (Dex Na Phos)
- r Antihistamines
- r EFA
- r Anti-Itch Conditioner
- r Sleep promoter

4

PERFORM A THOROUGH ALLERGY WORK-UP IF PATIENT IS STILL PRURITIC

- r Allergy Testing
 - Serum
 - Skin
- r Re-evaluate itch rate and pruritus pattern
- r Repeat Cytology
- r Scabidical Therapy
- r Strict Food Testing
- r Referral to a Veterinary Dermatologist

VISIT WWW.US.ATOPICA.COM TO DOWNLOAD
THIS WORKSHEET FOR YOUR CLINIC.

Source: Craig Griffin, DVM, DACVD

Use Obvious Signs to Guide You

LUMBAR DERMATITIS

...dermatitis on the lower back is usually indicative of flea allergy dermatitis.

...finding

B. EAR SCRATCH TEST

- Positive pinnal-pedal reflex: a reflexive rear leg itch induced by scratching the ear tip is 80% diagnostic of scabies*
- Confirm with 3-Slide Technique™



C. PERIANAL DERMATITIS

- Usually related to Food Allergy
- Should be suspected if age of onset is less than 1 yr. or older than 5 years
- Particularly in Labradors and German breeds

D. FOOT LICKING

- 85% of the time foot-licking dogs are Atopic (pollen allergy, house dust mite allergy)*
- 15% will have Food Allergy



As with all drugs, side effects may occur. In a field study, the most common side effects were gastrointestinal signs. Gingival hyperplasia and papillomas may also occur during the initial dosing phase. ATOPICA is a systemic immunosuppressant that may increase the susceptibility to infection. ATOPICA is not for use in reproducing dogs or dogs with a history of neoplasia.

Source: Keith-Holmes, DVM, MS, DACVD

Source: R.C. Mueller, DVM, DACVD, DACVIM, DACVIM (Small Animal), and W. Shigenaga, DVM, DACVD, DACVIM (Small Animal). Value of the pinnal-pedal reflex in the diagnosis of canine scabies. The Veterinary Record, 160:146, Issue 25, 421-423.

Source: The ACVD task force on canine atopic dermatitis (2010). Clinical manifestations of canine atopic dermatitis, 2010

itchnot.com

SEVERITY OF ITCHING

1 2 3 4 5 6 7 8 9 10

X

PET'S NAME:

Jake

Step-by-Step Atopy Worksheet: A Checklist to Success

1

WHAT ARE THE INFECTIONS?

Perform 3-Slide Technique™ during the physical exam

Slide 1: Skin Scrape: ____ Positive for ____ Negative
Slide 2: Ear Swab: ____ Positive for ____ Negative
Slide 3: Tape Prep/Impression Smear: ____ Positive for ____ Negative

- ☐ Pyoderma
- ☐ Demodex
- ☐ Dermatophytosis
- ☐ Otitis (Cocci, Yeast, Pseudomonas)
- ☐ Pseudodermatitis (Cocci, Yeast)
- ☐ Yeast Dermatitis

10/10 itch

2

LOOK FOR THE OBVIOUS

- ☐ Flea Allergy (lumbar dermatitis)
- ☐ Scabies (positive pinnal-pedal reflex)
- ☐ Perianal Dermatitis (Food allergy)
- ☐ Foot Licking (atopic dermatitis)

Note: 15% of foot-licking dogs will have a food allergy or mixed (atopy and food allergy).

3

TREATMENT

Treat the Infections

- ☐ Antibiotics
- ☐ Antifungals
- ☐ Shampoo

Treat the Obvious Conditions

- ☐ Lumbar dermatitis (Flea allergy/Flea Control)
- ☐ Perianal dermatitis (Food allergy/Diet Change)
- ☐ Foot licking (Atopy/Atopica or Allergy Testing)
- ☐ Ear scratch response (+Scabies/Scabidical Treatment)

Short-term Control: Symptomatic relief only

- ☐ Steroids (Dex Na Phos)
- ☐ Antihistamines
- ☐ EFA
- ☐ Anti-Itch Conditioner
- ☐ Sleep promoter

4

PERFORM A THOROUGH ALLERGY WORK-UP IF PATIENT IS STILL PRURITIC

- ☐ Allergy Testing
 - Serum
 - Skin
- ☐ Re-evaluate itch rate and pruritus pattern
- ☐ Repeat Cytology
- ☐ Scabidical Therapy
- ☐ Strict Food Testing
- ☐ Referral to a Veterinary Dermatologist

VISIT WWW.US.ATOPICA.COM TO DOWNLOAD THIS WORKSHEET FOR YOUR CLINIC.

Source: Craig Griffin, DVM, MS, DACVD

Use Obvious Signs to Guide You

A. LUMBAR DERMATITIS

- Dermatitis on the lower back is usually indicative of a Flea Allergy
- Supportive finding of fleas or dirt

B. EAR SCRATCH TEST

- Positive pinnal-pedal reflex: a reflexive rear leg itch induced by scratching the ear tip is 80% diagnostic of scabies
- Confirm with 3-Slide Technique™

C. PERIANAL DERMATITIS

- Usually related to Food Allergy
- Should be suspected if age of onset is less than 1 yr. or older than 5 years
- Particularly in Labradors and German Shepherds

D. FOOT LICKING

- 85% of the time foot-licking dogs are Atopic (pollen allergy, house dust "mibe allergy")
- 15% will have Food Allergy

As with all drugs, side effects may occur. In a field study, the most common side effects were gastrointestinal signs. Gingival hyperplasia and papillomas may also occur during the initial dosing phase. ATOPICA is a systemic immunosuppressant that may increase the susceptibility to infection. ATOPICA is not for use in reproducing dogs or dogs with a history of neoplasia.

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Source: The ACVD task force on canine atopic dermatitis (2001): Clinical manifestations of canine atopic dermatitis, 2001

itchnot.com

50% of symptoms
80% occurrence
30 days to resolve
Techs do all the work

SEVERITY OF ITCHING

1 2 3 4 5 6 7 8 9 10
Mild Severe

X

PET'S NAME: **Take**

Step-by-Step Atopy Worksheet: A Checklist to Success

1

WHAT ARE THE INFECTIONS?

Perform 3-Slide Technique™ during the physical exam

Slide 1 Skin Scrape: ___ Positive for ___ / ___ Negative

Slide 2 Ear Swab: ___ Positive for ___ / ___ Negative

Slide 3 Tape Prep/Impression Smear: ___ Positive for ___ / ___ Negative

- r Pyoderma
- r Demodex
- r Dermatophytosis
- r Otitis (Cocci, Yeast, Pseudomonas)
- r Pododermatitis (Cocci, Yeast)
- r Yeast Dermatitis

2

LOOK FOR THE OBVIOUS

- r Flea Allergy (lumbar dermatitis)
 - r Scabies (positive pinna-pedal reflex)
 - r Perianal Dermatitis (food allergy)
 - r Foot Licking (atopic dermatitis)
- *Note: 15% of foot licking dogs will have a food allergy or mixed (atopy and food allergy).

3

TREATMENT

- | | | |
|--|---|--|
| <p>Treat the Infections</p> <ul style="list-style-type: none"> r Antibiotics r Antifungals r Shampoo | <p>Treat the Obvious Conditions</p> <ul style="list-style-type: none"> r Lumbar dermatitis (Flea allergy/Flea Control) r Perianal dermatitis (Food allergy/Diet Change) r Foot licking (Atopy/Atopica or Allergy Testing) r Ear scratch response (+Scabies/Scabidical Treatment) | <p>Short-term Control: Symptomatic relief only</p> <ul style="list-style-type: none"> r Steroids (Dex Na Phos) r Antihistamines r EFA r Anti-Itch Conditioner r Sleep promoter |
|--|---|--|

4

PERFORM A THOROUGH ALLERGY WORK-UP IF PATIENT IS STILL PRURITIC

- r Allergy Testing
 - Serum
 - Skin
- r Re-evaluate itch rate and pruritus pattern
- r Repeat Cytology
- r Scabidical Therapy
- r Strict Food Testing
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50% of symptoms
80% occurrence
30 days to resolve
Techs do all the work

SEVERITY OF ITCHING

1

2

3

4

5

6

7

8

9

10

Jake

Step-by-Step Atopy Worksheet: A Checklist to Success

WHAT ARE THE INFECTIONS?

Perform 3-Slide Technique™ during the physical exam

Slide 1 Skin Scraper: ___ Positive for ___ Negative

Slide 2 Ear Swab: ___ Positive for ___ Negative

Slide 3 Tape Prep/Impression Smear: ___ Positive for ___ Negative

☐ Pyoderma

☐ Dermatitis

☐ Dermatomyiasis

2+ yeast

☐ Otitis (Cocci, Yeast)

☐ Pododermatitis (Cocci)

☐ Yeast Dermatitis

3+ yeast

2

LOOK FOR THE OBVIOUS

☐ Flea Allergy (lumbar dermatitis)

☐ Scabies (positive pinna-pedal reflex)

☐ Perianal Dermatitis (food allergy)

☐ Foot Licking (atopic dermatitis)

Note: 15% of foot licking dogs will have a food allergy or mixed (atopy and food allergy).

3

TREATMENT

Treat the Infections

☐ Antibiotics

☐ Antifungals

☐ Shampoo

Treat the Obvious
Conditions

☐ Lumbar dermatitis
(Flea allergy/Flea Control)

☐ Perianal dermatitis
(Food allergy/Diet Change)

☐ Foot licking
(Atopy/Atopica
or Allergy Testing)

☐ Ear scratch response
(+Scabies/Scabidol Treatment)

Short-term Control:
Symptomatic relief only

☐ Steroids (Dex Na Phos)

☐ Antihistamines

☐ EFA

☐ Anti-Itch Conditioner

☐ Sleep promoter

4

PERFORM A THOROUGH ALLERGY WORK-UP IF PATIENT IS STILL PRURITIC

☐ Allergy Testing

• Serum

• Skin

☐ Repeat Cytology

☐ Scabidol Therapy

• Skin Test

Primary Disease
Long-term 5 years

Use Obvious Signs to Guide You²



A. LUMBAR DERMATITIS

- Dermatitis on the lower back is usually indicative of a Flea Allergy
- Supports positive finding of fleas/flea dirt

B. EAR SCRATCH TEST

- Positive pinna-pedal reflex: a reflexive rear leg itch induced by scratching the ear tip is 80% diagnostic of scabies³
- Confirm with 3-Slide Technique™



C. PERIANAL DERMATITIS

- Usually related to Food Allergy
- Should be suspected if age of onset is less than 1 yr. or older than 5 years
- Particularly in Labradors and German breeds



D. FOOT LICKING

- 85% of the time foot-licking dogs are Atopic (pollen allergy, house dust mite allergy)⁴
- 15% will have Food Allergy



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³Source: The ACVD Task Force on canine atopic dermatitis (2015): clinical manifestations of canine atopic dermatitis, 2001.

Use Obvious Signs to Guide You²



A. LUMBAR DERMATITIS

- Dermatitis on the lower back is usually indicative of a Flea Allergy
- Supports positive finding of fleas on 3-Slide technique[™]

B. EAR RUB TEST

- Positive pinna-pedal reflex: a reflexive rear leg itch induced by rubbing the ear margin is 80% diagnostic of scabies^{*}
- 3-Slide Technique provides confirmation



Scabies

Flea

C. PERIANAL DERMATITIS

- Usually related to Food Allergy
- Should be suspected



D. FOOT LICKING

- 85% of the time foot-licking dogs are atopic (pollen allergic)^{*}
- 5% will have



Food Allergy Butt

Atopy Atopy Atopy Atopy

Atopy Atopy Atopy

Atopy

than 5 years

- Particularly in Labradors and German breeds

Use Obvious Signs to Guide You²



A. LUMBAR DERMATITIS

- Dermatitis on the lower back is usually indicative of a Flea Allergy
- Supports positive finding of fleas/flea dirt

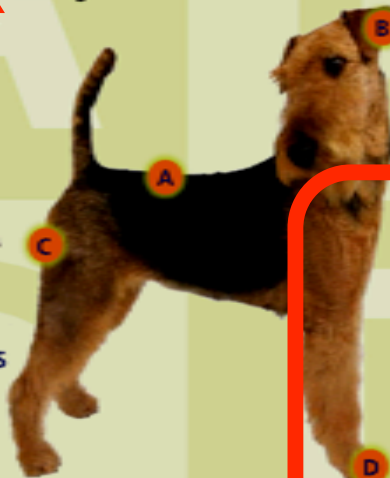
B. EAR SCRATCH TEST

- Positive postural-pedal reflex: a reflexive rear leg itch induced by scratching the ear tip is 80% diagnostic of "itchies"
- Confirm with 3-Slide Technique™



C. PERIANAL DERMATITIS

- Usually related to Food Allergy
- Should be suspected if age of onset is less than 1 yr. or older than 5 years
- Particularly in Labradors and German breeds



D. FOOT LICKING

- 85% of the time foot-licking dogs are Atopic (pollen allergy, house dust mite allergy)*
- 15% will have Food Allergy



As with all drugs, side effects may occur. In a field study, the most common side effects were gastrointestinal signs. Gingival hyperplasia and papillomas may also occur during the initial dosing phase. ATOPICA is a systemic immunosuppressant that may increase the susceptibility to infection. ATOPICA is not for use in reproducing dogs or dogs with a history of neoplasia.

¹Source: Keith-Holick, DVM, MS, DACVD.

²Source: R.S. Mueller DVM, DACVD, DACVIM, E.A. Bettenshaw BVSc, DACVIM, and M. Shipton BVSc, DACVIM. The postural-pedal reflex in the diagnosis of canine atopy. The Veterinary Record, Vol 148, Issue 25, 421-42.

³Source: The ACVD Task Force on canine atopic dermatitis (2015): clinical manifestations of canine atopic dermatitis.

50% of symptoms
80% occurrence
30 days to resolve
Techs do all the work

SEVERITY OF ITCHING

1 2 3 4 5 6 7 8 9 10

Minor

Severe

PET'S NAME:

Take

Step-by-Step Atopy Worksheet: A Checklist to Success

1 WHAT ARE THE INFECTIONS?

Perform 3-Slide Technique™ during the physical exam

Slide 1 Skin Scrape: ___ Positive for ___ / ___ Negative

Slide 2 Ear Swab: ___ Positive for ___ / ___ Negative

Slide 3 Tape Prep/Impression Smear: ___ Positive for ___ / ___ Negative

☒ Pyoderma

☒ Dermatitis

☒ Dermatomyiasis

2+ yeast

☒ Otitis (Cocci, Yeast, Pseudomonas)

☒ Pododermatitis (Cocci, Yeast)

☒ Yeast Dermatitis

3+ yeast

2 LOOK FOR THE OBVIOUS

☒ Flea Allergy (lumbar dermatitis)

☒ Scabies (positive pinna-pedal reflex)

☒ Perianal Dermatitis (food allergy)

☒ Foot Licking (atopic dermatitis)

Note: 15% of foot licking dogs will have a food allergy (atopy and food allergy)

3 TREATMENT

Treat the Infections

☐ Antibiotics

☐ Antifungals

☐ Shampoo

Treat the Obvious
Conditions

☐ Lumbar dermatitis
(Flea allergy/Flea Control)

☐ Perianal dermatitis
(Food allergy/Diet Change)

☐ Foot licking
(Atopy/Atopica
or Allergy Testing)

☐ Ear scratch response
(+Scabies/Scabidol Treatment)

Short-term Control:

Symptomatic relief only

☐ Steroids (Dex Na Phos)

☐ Antihistamines

☐ EFA

☐ Anti-Itch Conditioner

☐ Sleep promoter

4 PERFORM A THOROUGH ALLERGY WORK-UP IF PATIENT IS STILL PRURITIC

☐ Allergy Testing

• Serum

• Skin

☐ Repeat Cytology

☐ Scabidol Therapy

• Skin Test

SEVERITY OF ITCHING

1 2 3 4 5 6 7 8 9 10

Mild

Severe

PET'S NAME:

Jake

Step-by-Step Atopy Worksheet: A Checklist to Success

1

WHAT ARE THE INFECTIONS?

Perform 3-Slide Technique™ during the physical exam

Slide 1 Skin Scraper: ___ Positive for ___ Negative

Slide 2 Ear Swab: ___ Positive for ___ Negative

Slide 3 Tape Prep/Impression Smear: ___ Positive for ___ Negative

r Pyoderma

r Dermatitis

r Dermatomyiasis

2+ yeast

r Otitis (Cocci, Yeast, Pseudomonas)

r Pododermatitis (Cocci, Yeast)

r Yeast Dermatitis

3+ yeast

2

LOOK FOR THE OBVIOUS

r Flea Allergy (lumbar dermatitis)

r Scabies (positive pinna-pedal reflex)

r Perianal Dermatitis (food allergy)

r Foot Licking (atopic dermatitis)

Note: 15% of foot licking dogs will have a food allergy (atopy and food allergy)

3

TREATMENT

Treat the Infections

r Antibiotics

r Antifungals

r Shampoo

Treat the Obvious
Conditionsr Lumbar dermatitis
(Flea allergy/Flea Control)r Perianal dermatitis
(Food allergy/Diet Change)r Foot licking
(Atopy/Atopica
or Allergy Testing)r Ear scratch response
(+Scabies/Scabidol Treatment)Short-term Control:
Symptomatic relief only

r Steroids (Dex Na Phos)

r Antihistamines

r EFA

r Anti-Itch Conditioner

r Sleep promoter

4

PERFORM A THOROUGH ALLERGY WORK-UP IF PATIENT IS STILL PRURITIC

r Allergy Testing

• Serum

• Skin

r Repeat Cytology

r Scabidol Therapy

r Allergy Testing



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