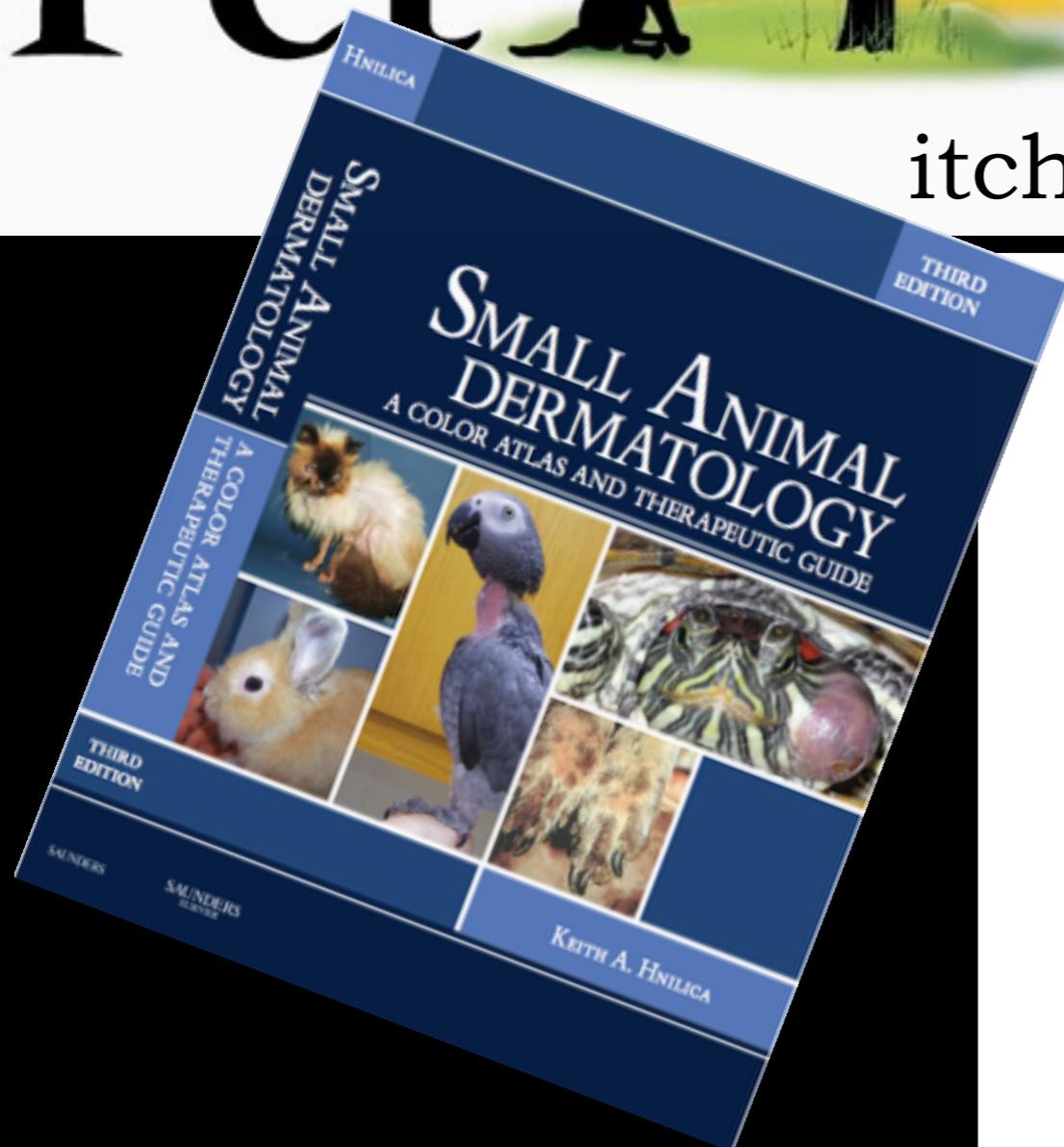


Keith A Hnilica *DVM, MS, MBA*  
*Diplomate ACVD*



# Pet Wellness CENTER

[itchnot.com](http://itchnot.com)

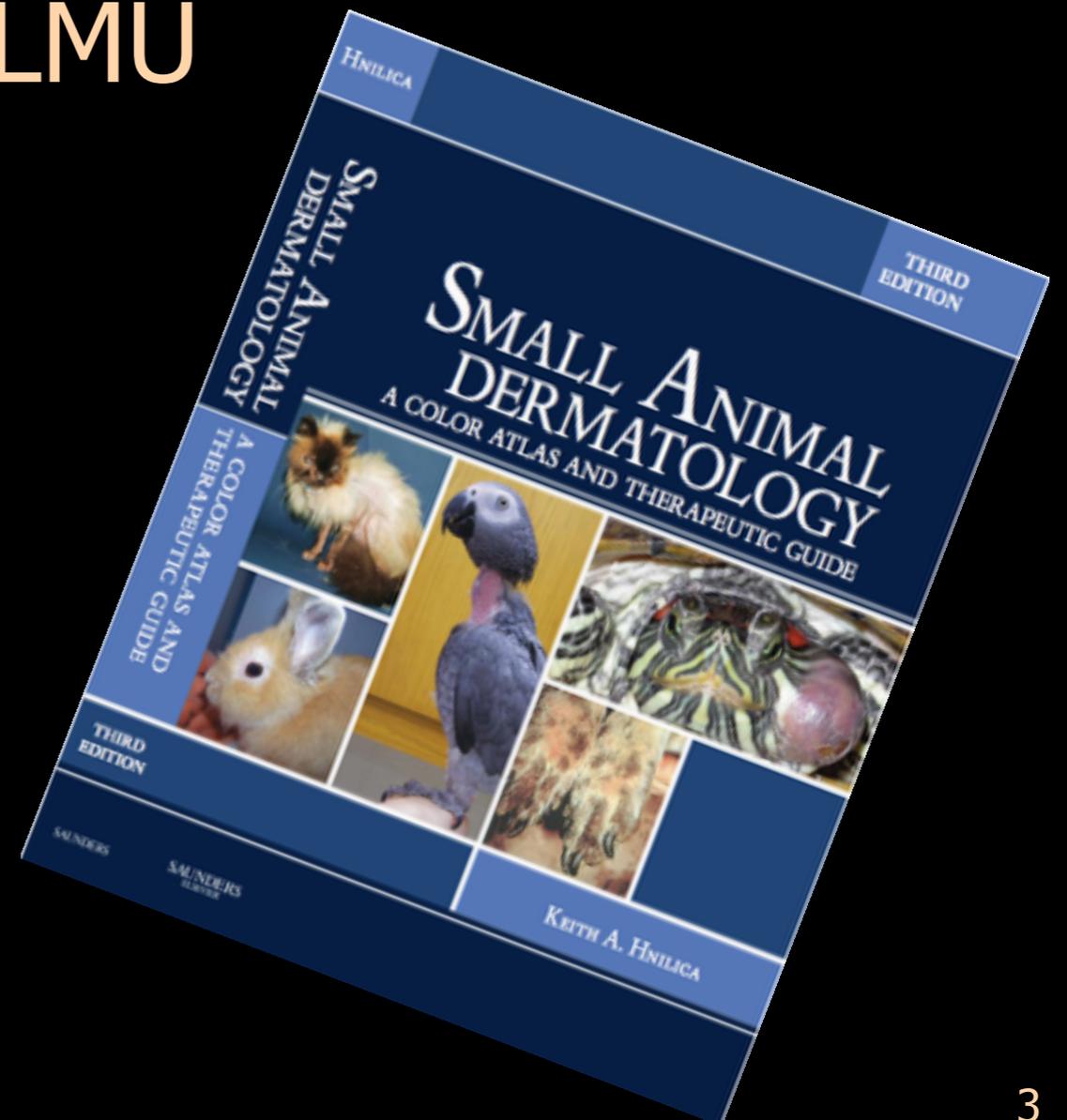


# Goal:

- Value
- Honesty
- Logic
- Hope

# Who is Dr. Keith A Hnilica

- Southern Trained - Auburn
- Faculty at UGA, UT, LMU
- [www.itchnot.com](http://www.itchnot.com)
- Text book
- Lecturer





# KISS

- What are the infections?
  - Bacterial pyoderma - folliculitis - RASH
  - Malassezia dermatitis - yeast - ELEPHANT SKIN
  - Demodex - HAIRLOSS
- Why are they there?
  - Allergies
  - Hormones



**Got MRSA?  
MRSSs?  
MRSP?**

# MRSTAPH

- Increasing to 30% of skin and ear cultures
- 3 documented risk factors
  - fluoroquinolones, steroids, repeated infections
- 8% contagion/zoonosis
- Ethical and Legal responsibility

# Apoquel

Abnormal Clinical Sign <sup>1</sup> (Day 0-112)	Oclacitinib (n = 283) n (%) <sup>2</sup>
Pyoderma	34 (12.0)
Non-specified dermal lumps	34 (12.0)
Otitis	28 (9.9%)
Vomiting	26 (9.2%)
Diarrhea	17 (6.0%)
Histiocytoma	11 (3.9%)
Cystitis	10 (3.5%)

# Atopica

Vomiting	30.9%
Diarrhea	20.0%
Persistent Otitis Externa	6.8%
Urinary Tract Infection	3.8%
Anorexia	3.0%
Lethargy	2.3%
Gingival Hyperplasia	2.3%
Lymphadenopathy	2.3%

# Zoonosis: The World is Changing



Bayer

[www.noworms.com](http://www.noworms.com) Bayer



**\$2,000**

**\$1,200**

# Allergic Dermatitis - dog

1. Atopy - environmental allergies
2. Flea/insect hypersensitivity
3. Food allergy
4. Look a-likes
  1. Scabies
  2. Hypothyroidism with infection

# DERMATOLOGY WORK-UP

## SEVERITY OF ITCHING

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

PET'S NAME: \_\_\_\_\_

## 1 WHAT ARE THE INFECTIONS?

Perform 3-Slide Technique™ during the physical exam on multiple sites/lesions.

Slide 1 Skin Scrape (hairplucks): \_\_\_\_\_ Positive for \_\_\_\_\_ / \_\_\_\_\_ Negative

Slide 2 Ear Swab: \_\_\_\_\_ Positive for \_\_\_\_\_ / \_\_\_\_\_ Negative

Slide 3 Tape Prep/Impression Smear: \_\_\_\_\_ Positive for \_\_\_\_\_ / \_\_\_\_\_ Negative

- Pyoderma
- Demodex
- Dermatophytosis (if suspected, confirm with DTM culture)
- Otitis (Cocci, Yeast, Pseudomonas)
- Pododermatitis (Cocci, Yeast)
- Yeast Dermatitis

## 2 COMMON ALLERGIC SIGNS\*

### A. LUMBAR DERMATITIS

**Flea Allergy:** (very reliable pattern)

1. Caudal 1/3 of body
2. Flea comb identifying fleas or flea dirt
3. Multiple animals involved or humans affected
4. Variable response to steroids
5. Fall and Spring are often worse but can be year-round

### B. EAR-SCRATCH TEST

**Scabies:** (1-2 are highly reliable)

1. Positive pinna pedal reflex is 80% diagnostic
2. Ear margin, distal legs, lateral elbow, ventrum
3. Variable responsive to steroids
4. Confirmed by response to treatment
5. Skin Scrapes are often falsely negative

### C. PERIANAL DERMATITIS

**Food Allergy:** (less common but 1-5 increase probability)

1. Perianal dermatitis
2. GI symptoms; more than 3 BM/day, diarrhea, vomiting, atulence
3. Less than 1 year or older than 5 years at onset
4. Labradors and German Breeds may be predisposed
5. Variable response to steroids

**Hypothyroidism:** (can mimic allergic dermatitis)

1. Recurrent infection may cause pruritus
2. Lethargy, weight gain, dry coat, hypotrichosis
3. Nonpruritic when infections are resolved

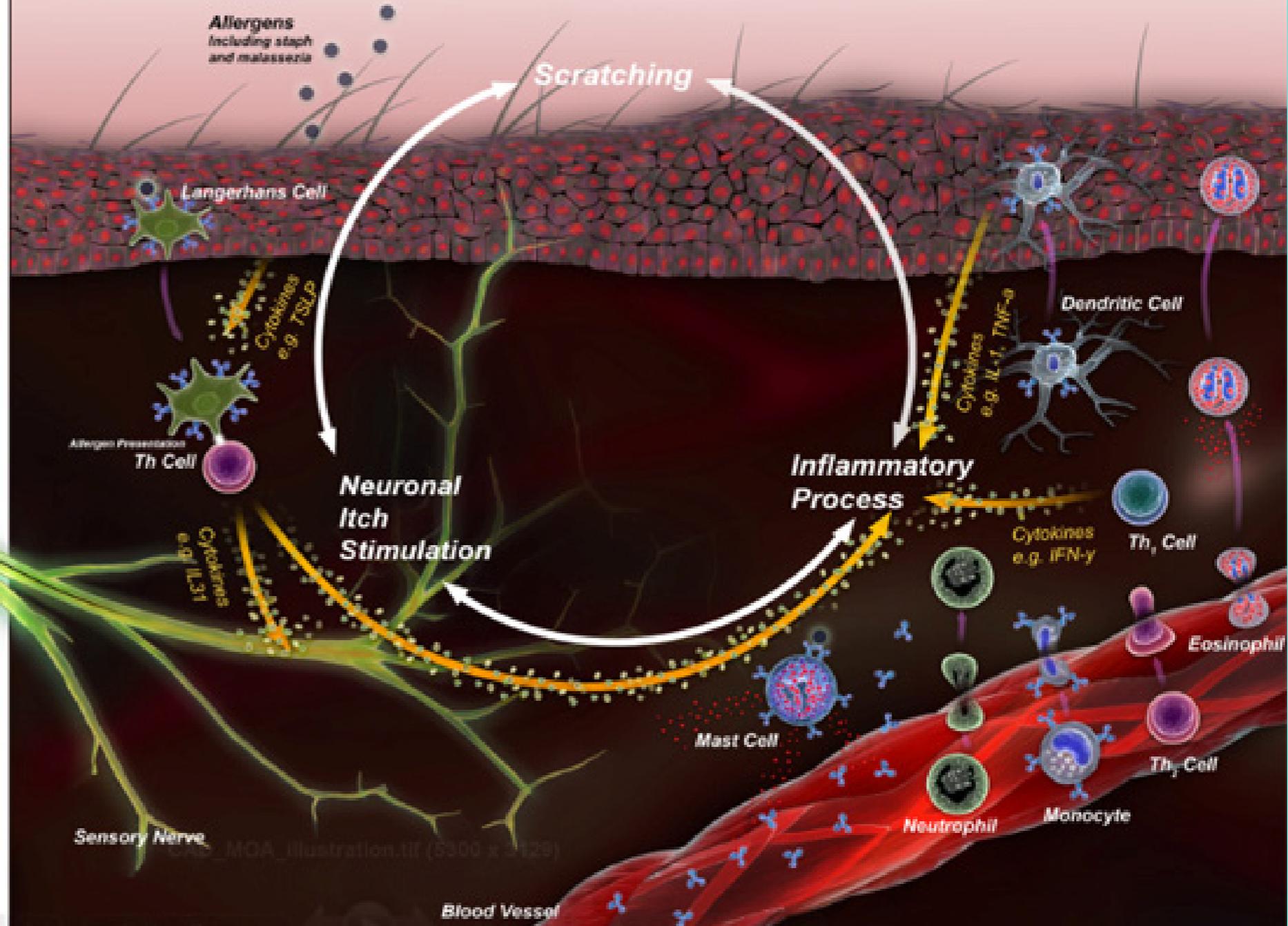
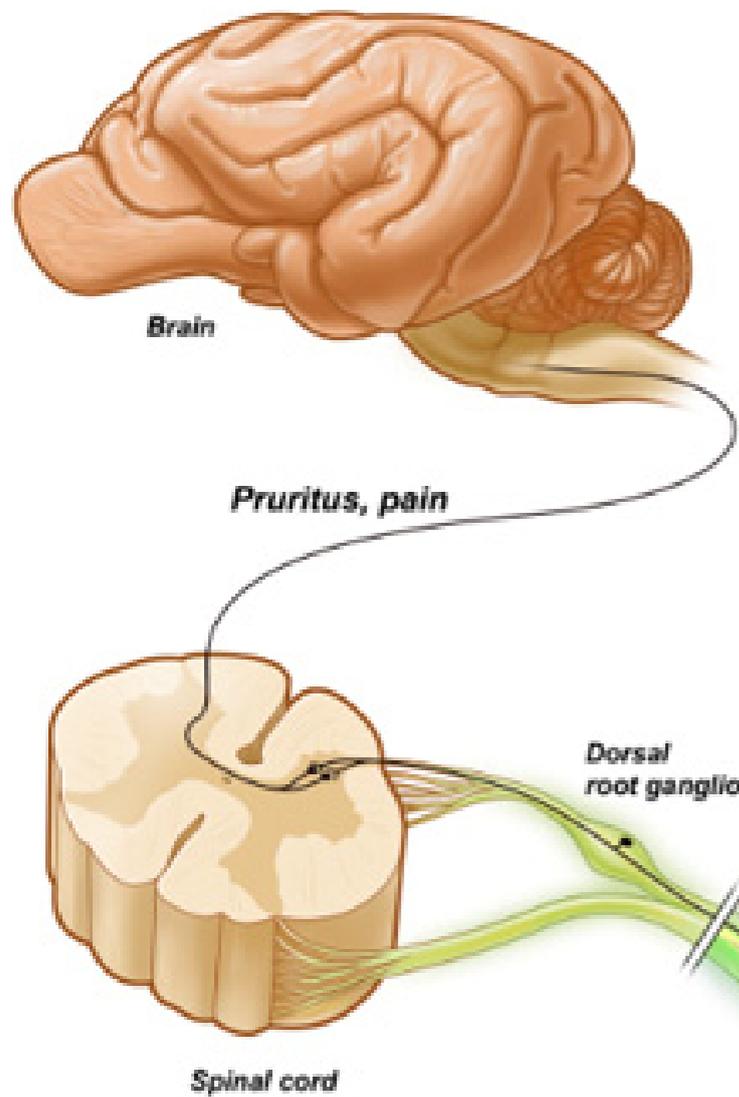
### D. FOOT LICKING

**Atopic Dermatitis:**

(1-5 are highly reliable)

1. Started at 6 months–3 years of age
2. Front feet affected
3. Inner ear pinnae erythema
4. Lives indoors
5. Ruling out Scabies (ear margin dermatitis) and Flea allergy (lumbar dermatitis)
6. Seasonal symptoms progressing to year-round





# ALLERGY CONTROL

- Treating the itch and infection is the wrong game
- Prevention is the game to play
- Risk : Cost :: Benefit ratio
- Cure??
- Layers of defense
- Foreshadow with staged treatments

# Allergy Therapy - dog

- **Aggressive Parasite Prevention**

- Trifexis, Interceptor, Sentinel
- Comfortis or Bravecto

- **Topical Therapy**

- Weekly baths
- Daily wipes
- Sprays or Mousse

IGEE

# Allergy Therapy - dog

- Itch Control
    - Antihistamines
    - Essential Fatty acids
    - Sleep promoters
- Steroids or Apoquel



# Allergy Treatment - dog

- **Restrict the Diet**

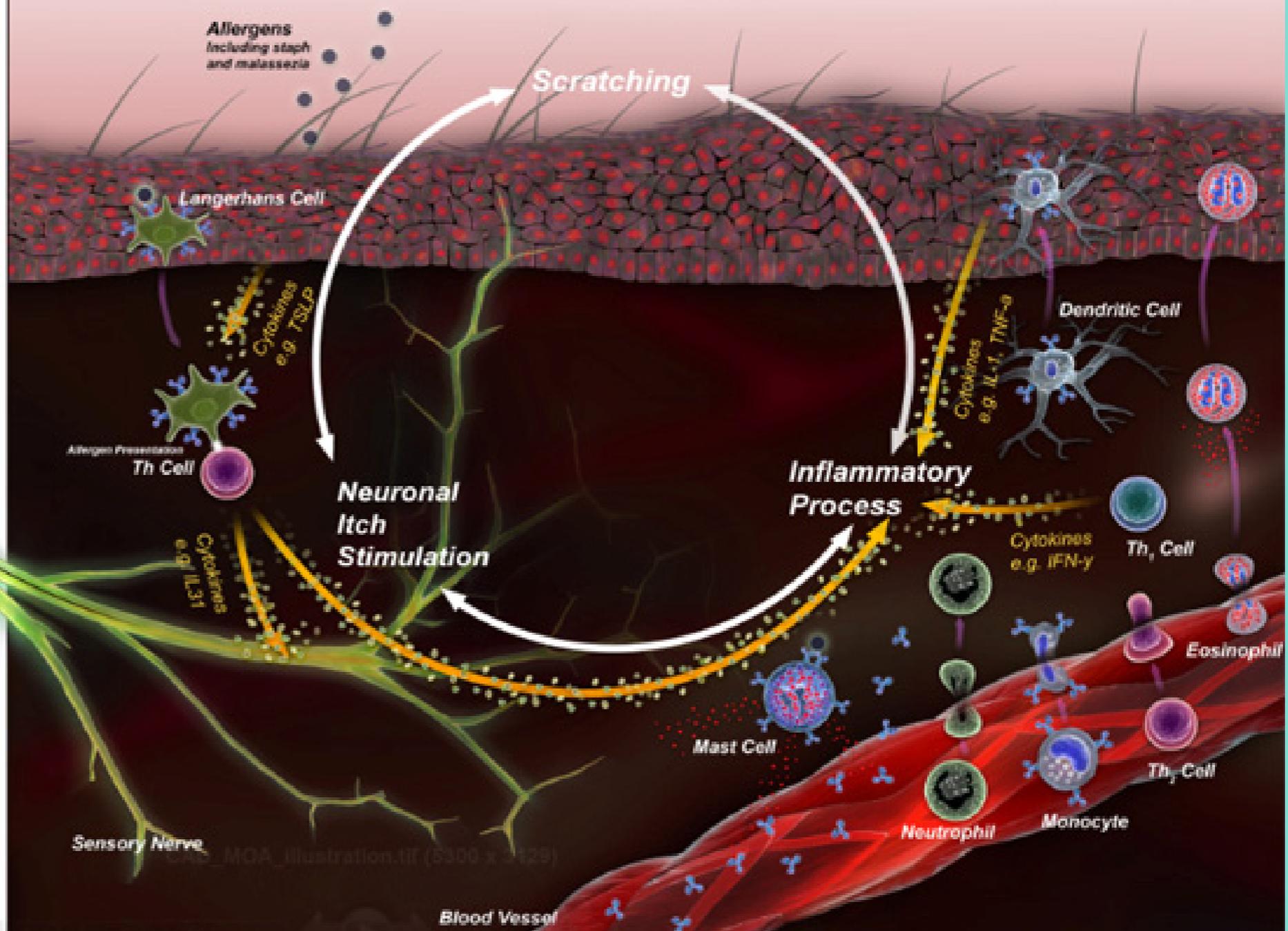
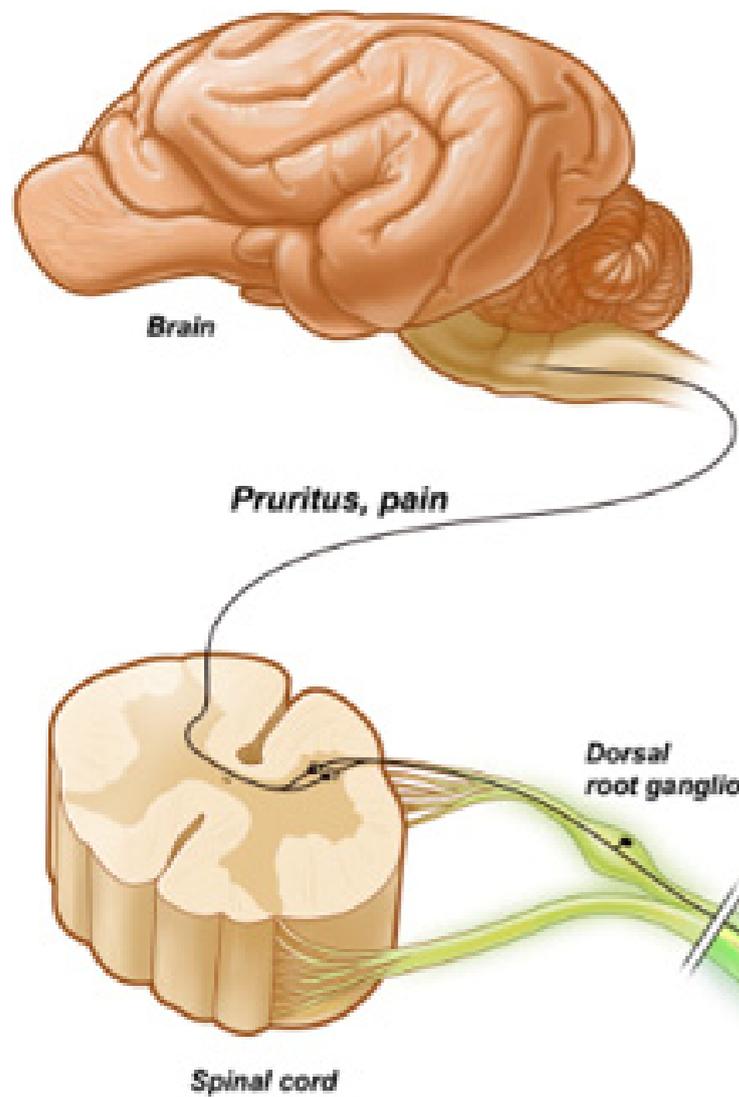
- Avoid beef, dairy, chicken

- **Topical Therapy**

- Atopica
- Allergy Vaccine Therapy

- **2 week rescue drug**

- Apoquel
- Steroids

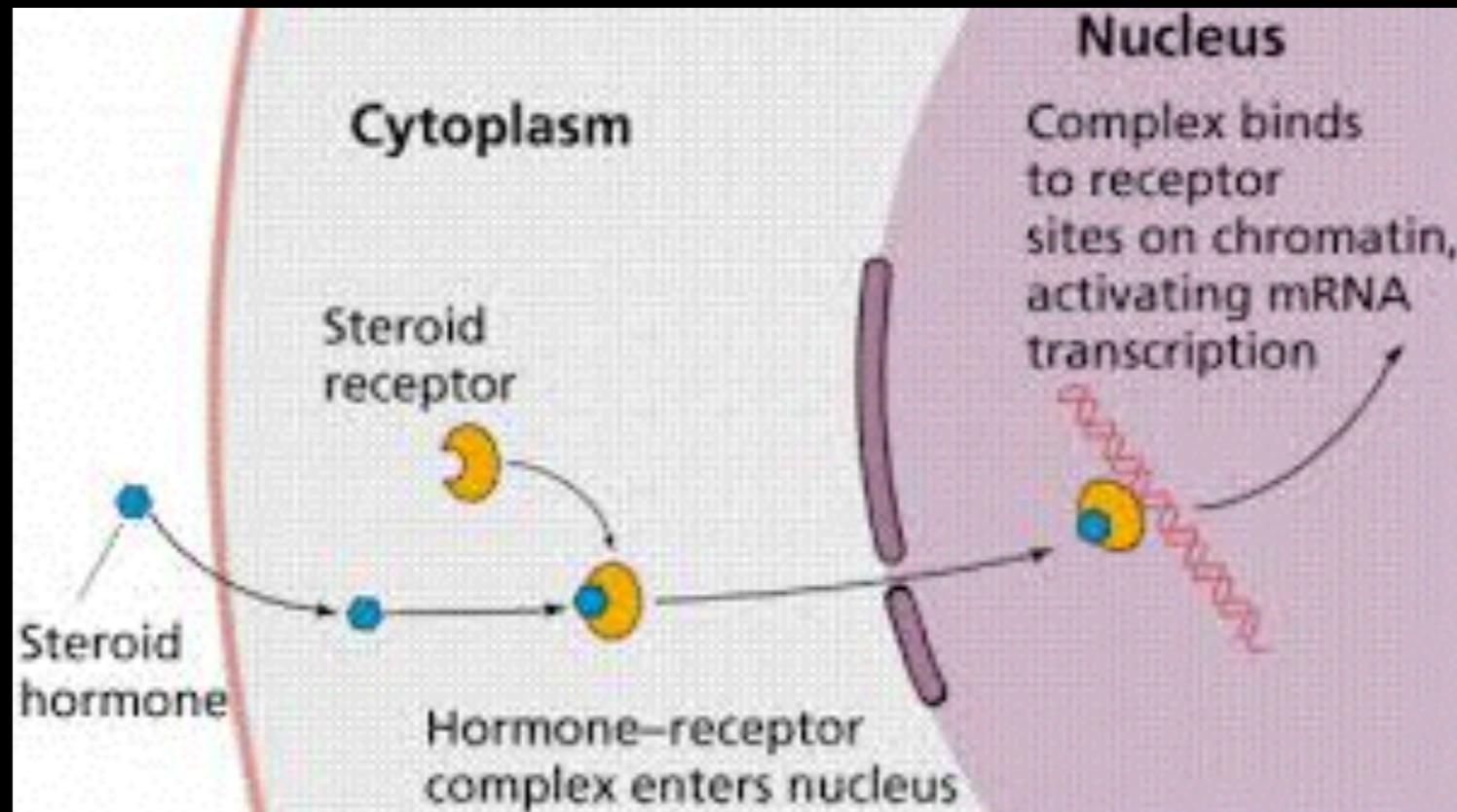


MOA\_Illustration\_III (6300 x 3429)

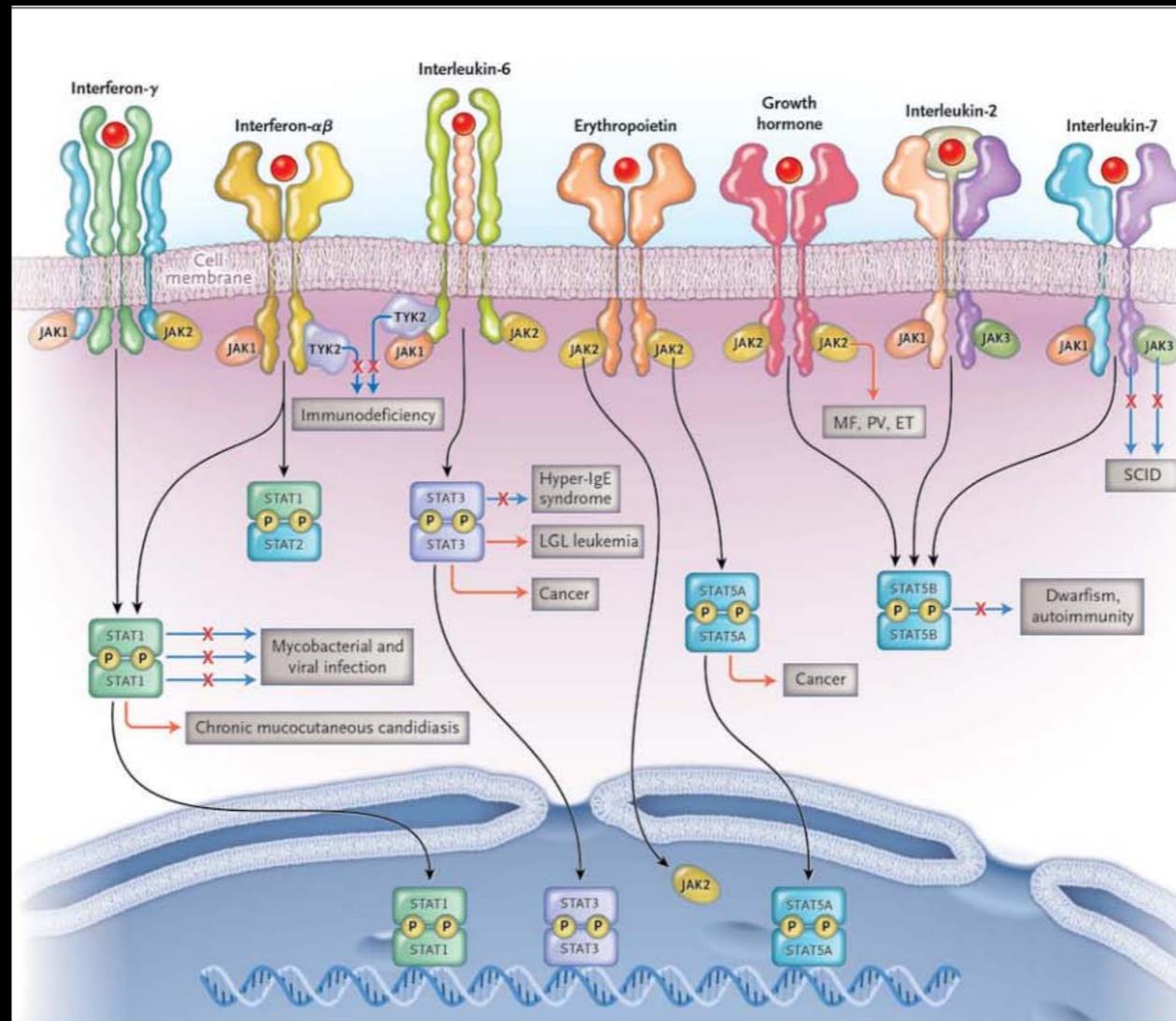
# ALLERGY TREATMENT

- **Steroids**
- **Apoquel**
- **Atopica**
- **Immunotherapy Vaccine**

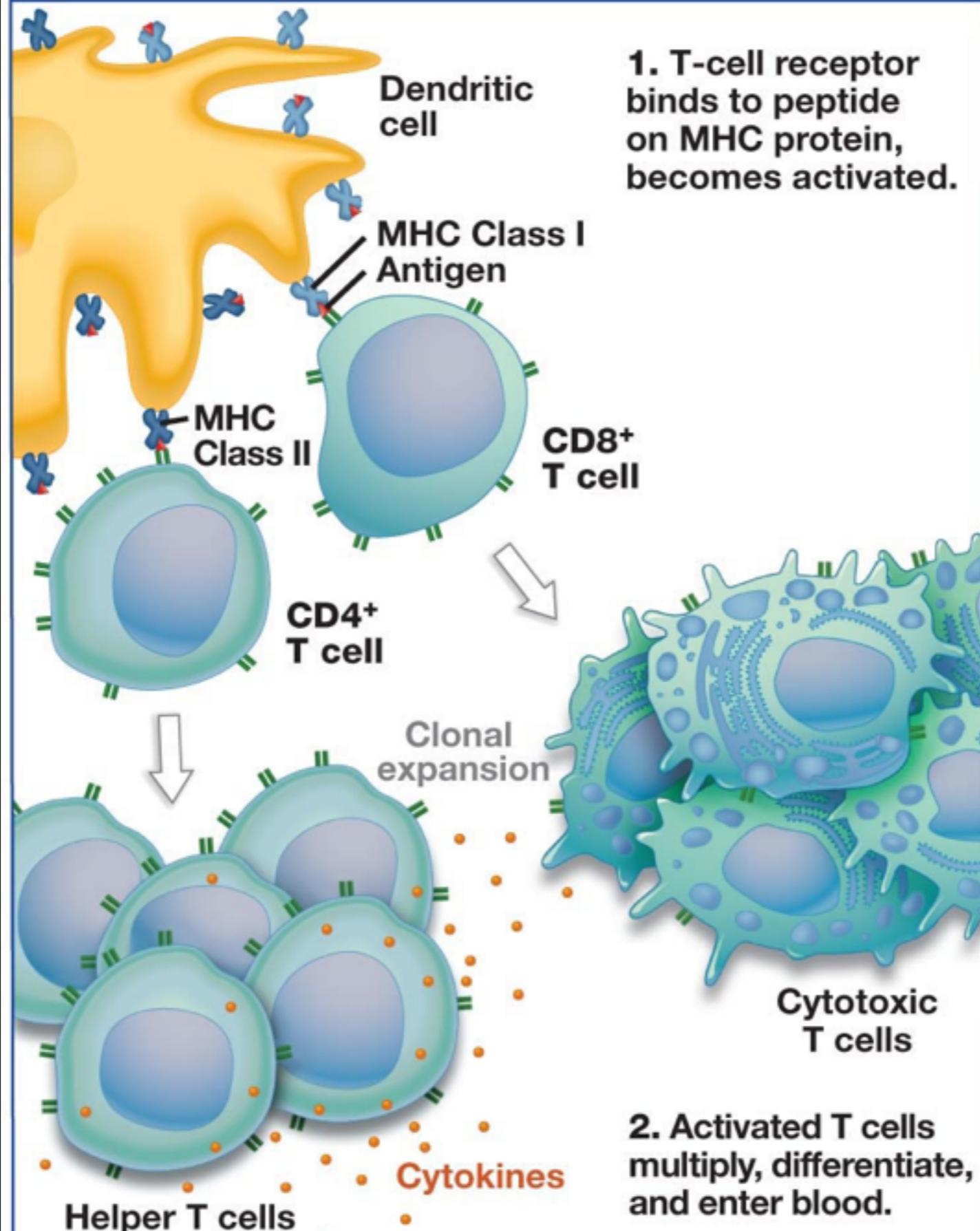
# Steroid nuclear Receptors

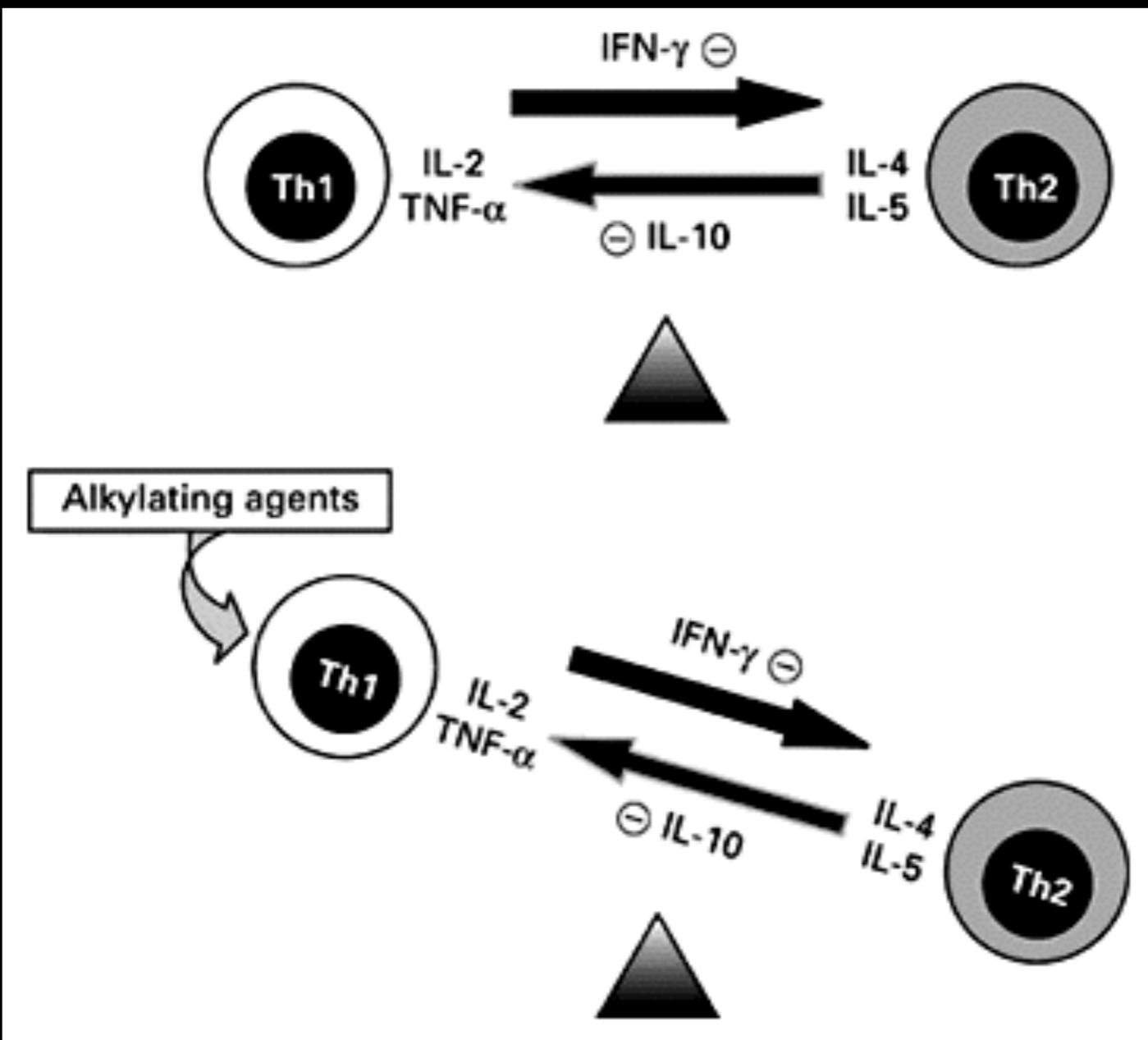


# Apoquel cell surface receptors

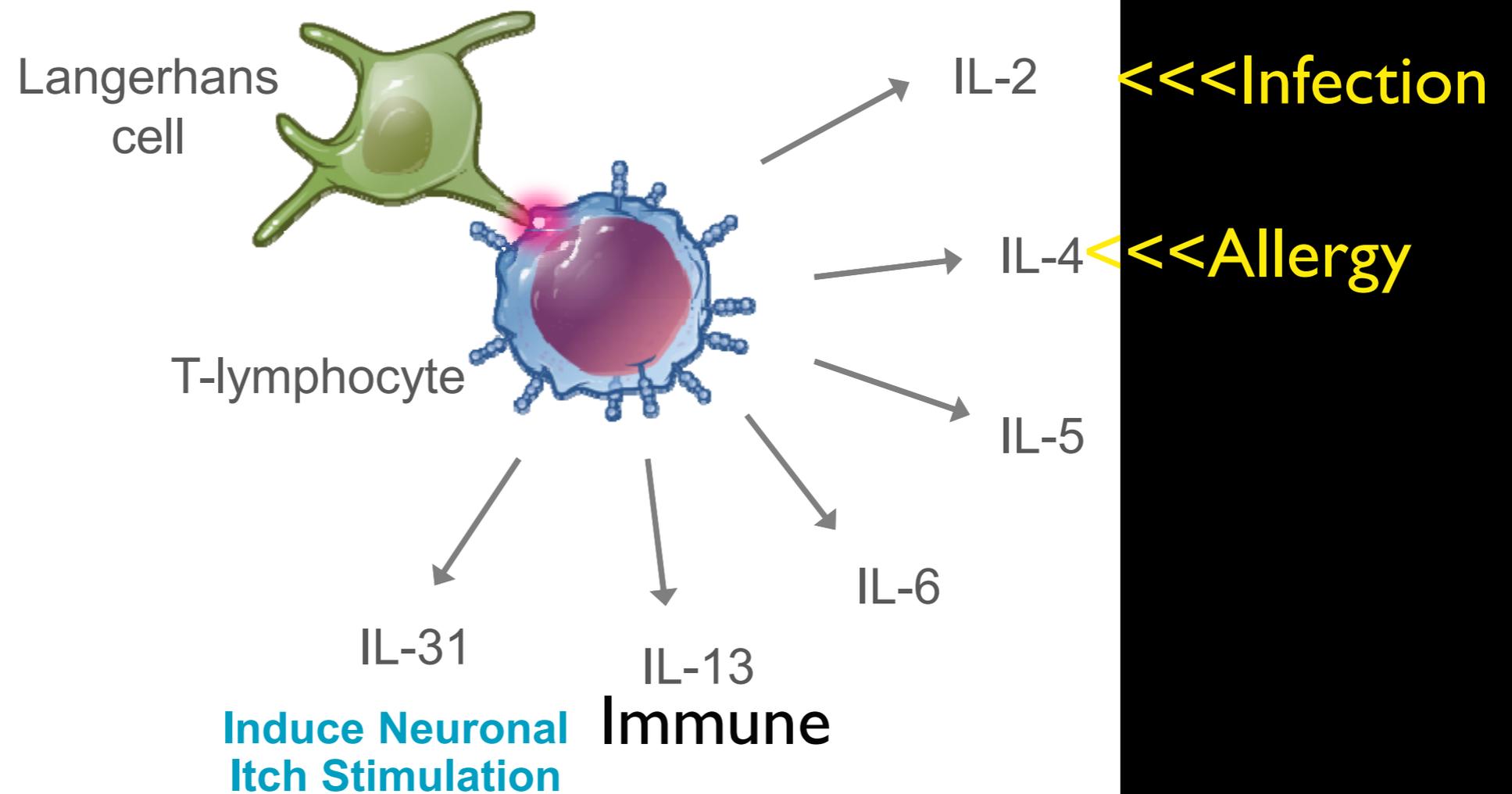


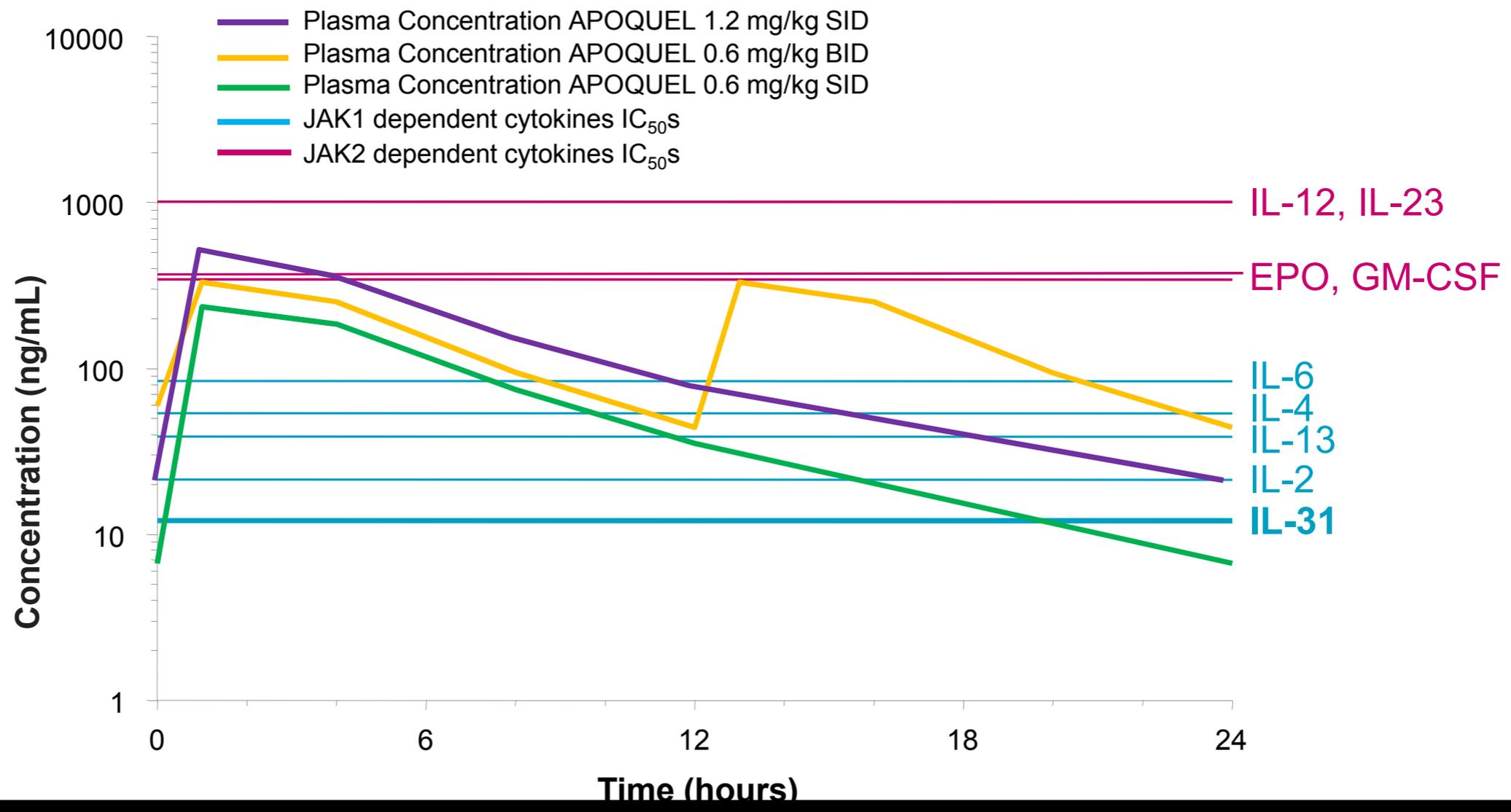
## PROCESS: T-CELL ACTIVATION





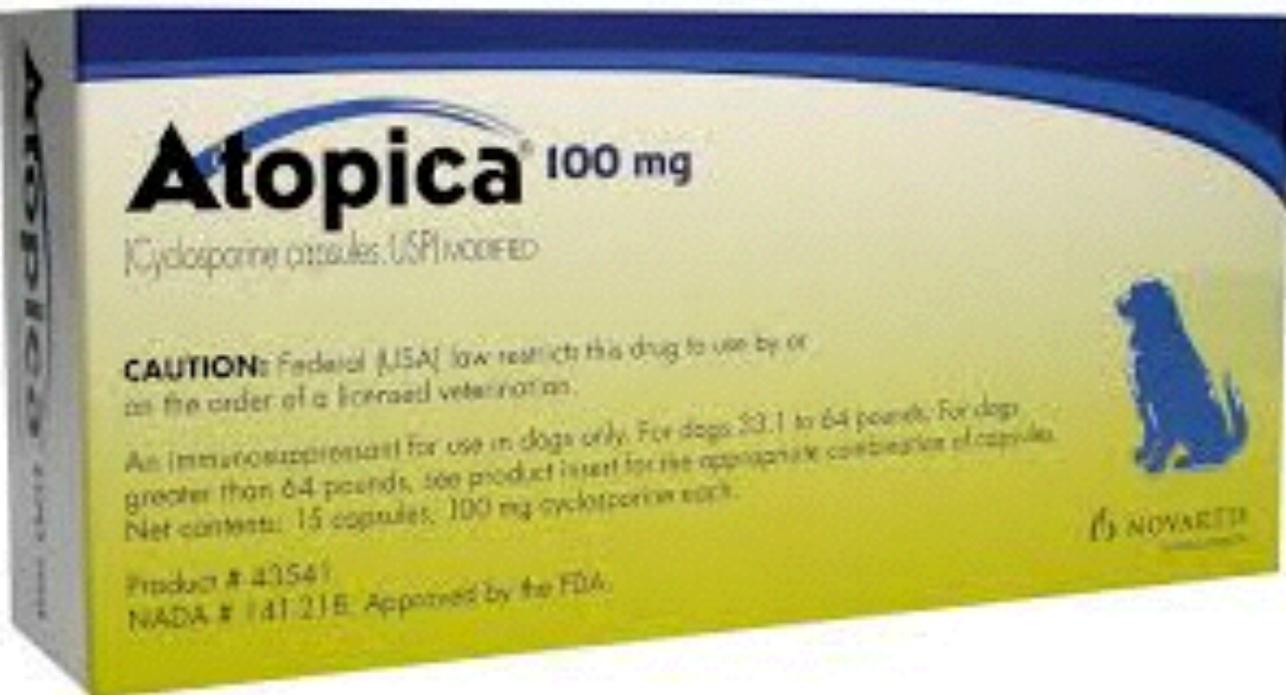
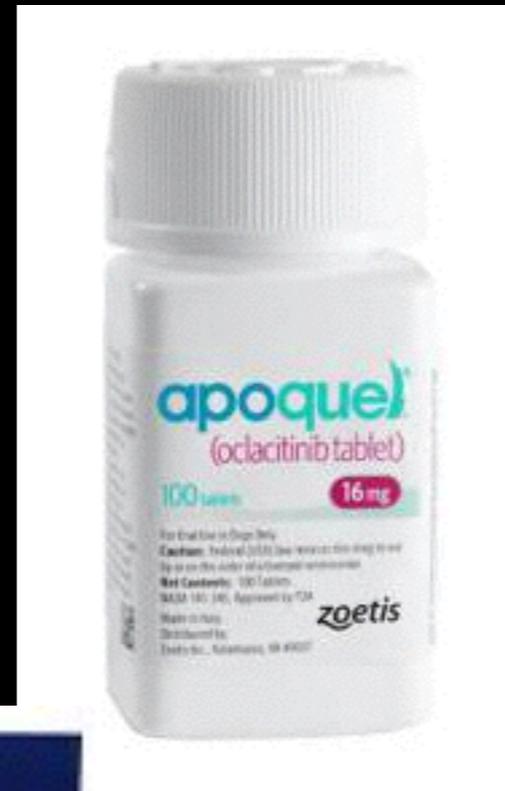
# Allergy Control





# ALLERGY TREATMENT

- **Steroids**
- **Apoquel**
- **Atopica**
- Immunotherapy Vaccine

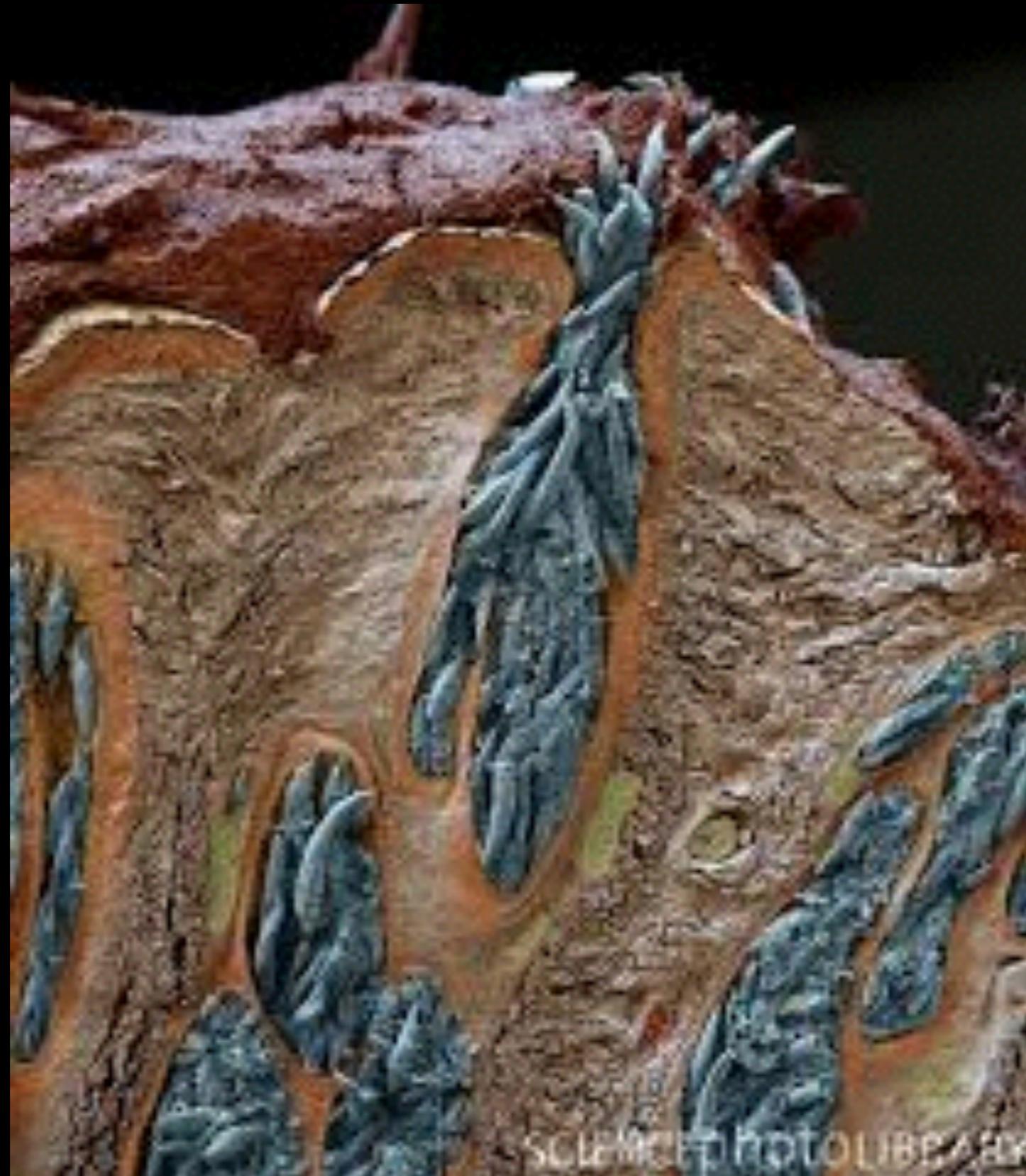


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# ~~ALLERGY~~ ITCH TREATMENT

## Steroids

Metabolic disaster

Demodex

MRStaph risk !

## Apoquel

Cough/pneumonia

Demodex

Tumors

MRStaph risk ?

# ALLERGY TREATMENT

- Steroids - short term itch control - Nuclear receptors
- Apoquel - short term itch control - JAK receptors
- Atopica - easy FDA TREATMENT
- Immunotherapy Vaccine - difficult

# ALLERGY TREATMENT

## Atopica

**10 Years of FDA data**

Safe and Effective

Vomiting – frozen capsules after a meal

**NO statistical tumor increases**

**NO demodex reported**

**NO MRStaph risk reported**

Most dogs get to every other day therapy

Possible remission/cure . . . 20% – 60%

**\$2,000**

**\$1,200**



**Before treatment**



**After treatment**



# Cyclosporine



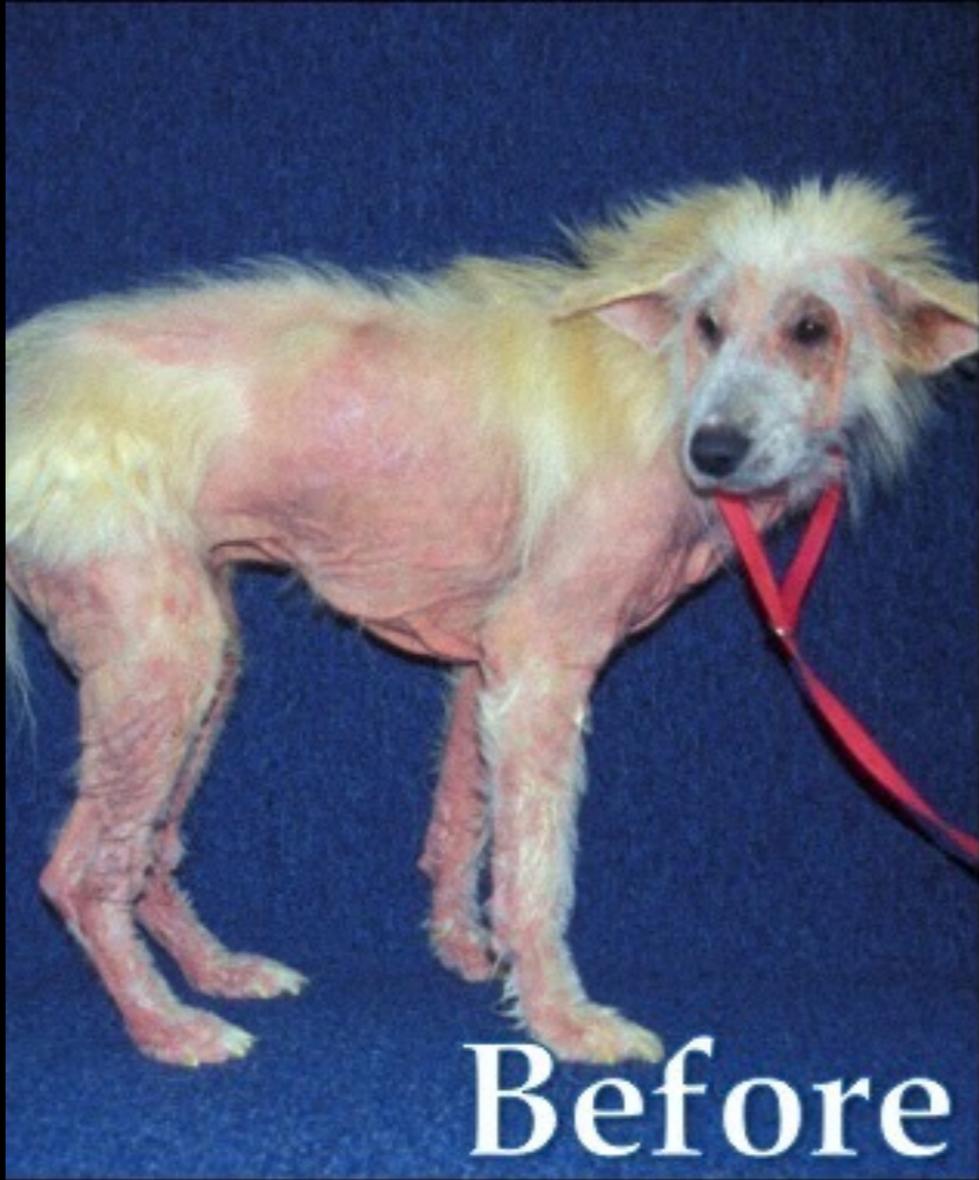
20% long term remission or CURE!

Griffen 2007 NAVC



Before





Every Chronic Allergic dog  
should try 60 days of Atopica

# *COST ?*

## Comfort Club

New dogs

Buy 1 month get FREE month

Rebate coupons

= 60% discount startup dosing

Long-term

Buy 4 get 1 FREE

Rebate coupons

= 30 % discount

# Goal: making families happier and healthier

- Value - treating the disease saves money; therefore, Atopica saves money.
- Honesty - its not perfect but for price and vomiting it's worth a try and MRSA sucks!
- Logic - try to treat and cure the actual disease
- Hope - cure and remission happens

# BREAK the Itch, Scratch, Lick Cycle...RELAX!



90%

# Idiopathic Pruritus - Cyclosporine



# Eosinophilic Granuloma



# Eosinophilic Granuloma



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*Diplomate ACVD*



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