



April 2018



PET ALLERGY AWARENESS MONTH

DOES YOUR PET HAVE ALLERGIES?

HILLS DERM DIET BOGO!!!!



## Got a pup with an itch that can't be scratched?

Great news: a novel, non-pharmaceutical pruritus treatment has been approved in the U.S., promising to relieve itching in millions of dogs.

### Itching for Relief

Itchy dogs pose a frustrating clinical challenge for veterinarians. Seasonal allergies, or atopic dermatitis, affect an estimated 10% of all dogs. While the exact cause is unknown, genetics are thought to play a major role in determining if your dog suffers from recurrent itching and scratching.

Canine atopy or the red, burning, itchy skin that accompanies pollen, mold, dust mite, or other environmental allergens, is one of the leading reasons pet

parents rush their dog to the veterinarian. Most dogs experience worsening symptoms over time, leading to pain and discomfort, skin infections, and diminished quality of life. Allergic dogs don't sleep well, constantly lick and chew, and lose interest in play and interaction.

**In short, dogs suffering from skin allergies are miserable.**

### Cytopoint Treatment for Dogs

The drug is called Cytopoint, from the pet pharmaceutical company Zoetis. Cytopoint isn't a drug; it's a biological therapy. It contains engineered antibodies, the cells the body uses to fight infections, to target and neutralize a signal protein that induces itching. In simplest terms, Cytopoint stops the itch signaling protein from reaching the brain, reducing or eliminating the itch-scratch cycle.

This is important because it's the incessant scratching that

damages the skin and leads to complications (and keeps your dog up all night chewing). If the scratching ceases, the skin can heal. The manufacturer has shown a single subcutaneous injection of Cytopoint can relieve itching in dogs for four to eight weeks. The treatment begins working within a day, and research demonstrates skin healing begins within a week. The safety studies submitted



for FDA approval showed a wide safety margin with no side effects

reported other than occasional injection site discomfort. Cytopoint was tested in combination with steroids, antihistamines, antibiotics, parasiticides, antifungals, vaccines, and many more medications without any observed interactions or adverse events.

Even more exciting, Cytopoint doesn't suppress the immune system, alter hormones, and

potentially damage the liver the way corticosteroids could.

The manufacturer claims Cytopoint is similar to treating atopy with steroids without the potentially dangerous side effects. The treatment is naturally broken down and recycled by the body, avoiding excretion by the kidneys and liver like most medications, especially steroids.

If your dog suffers from atopic dermatitis, it's worth asking us about this new treatment prior to allergy season. In clinical trials, about 70% to 80% of pet parents reported less itching and scratching, especially during the first four weeks. **THAT'S RELIEF!**

**CYTOPOINT.**

**Itchy dog?** Ask us about a therapy that helps relieve clinical signs of atopic dermatitis for 4 to 8 weeks.

**LEARN MORE »**

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## PREVENTATIVE CARE FOR YOUR PET

Putting your pet on a year-round preventive care schedule is one of the best things you can do to make sure your dog or cat stays healthy and happy throughout his or her life. One very important part of maintaining year-round

control of your pet's health is partnering with us to create a plan that is unique to your pet.

We can work with you to develop a comprehensive plan for your pet. Key preventive care considerations include:

- Vaccinations
- Parasite prevention (Heartworm and Intestinal parasites)
- Flea and tick control
- Dental care
- Routine blood work
- Nutrition
- Behavior

Knowing when your pet is due for these services can help in the prevention of certain life-threatening diseases. In addition to ongoing preventive care considerations there are many chronic conditions that can severely impact your pet's health and quality of life.

Conditions ranging from allergies and arthritis to more severe issues like heart disease can easily become costly to manage if not caught early.

Regular proactive care, like annual exams and wellness plans provide ways to keep your pet's overall health in



check on an ongoing basis.

## Tailoring a Plan for your Pet

The preventive care that your pet will need can vary depending on the breed, age and health status of your dog or cat. Pets should be seen by their veterinarian annually, but some pets may need to come in more often if they already have health problems or issues that require more frequent checkups. Preventive care-focused visits may include:

- Comprehensive exams
- Vaccines
- Routine deworming's
- Fecal tests
- Blood tests
- Urinalysis
- Dental cleanings
- Heartworm testing and prevention
- Nutritional and behavioral counseling.

By working with the recommendations from our veterinarians and based on the results from the exams listed above, we can help create the best plan for your pet.

