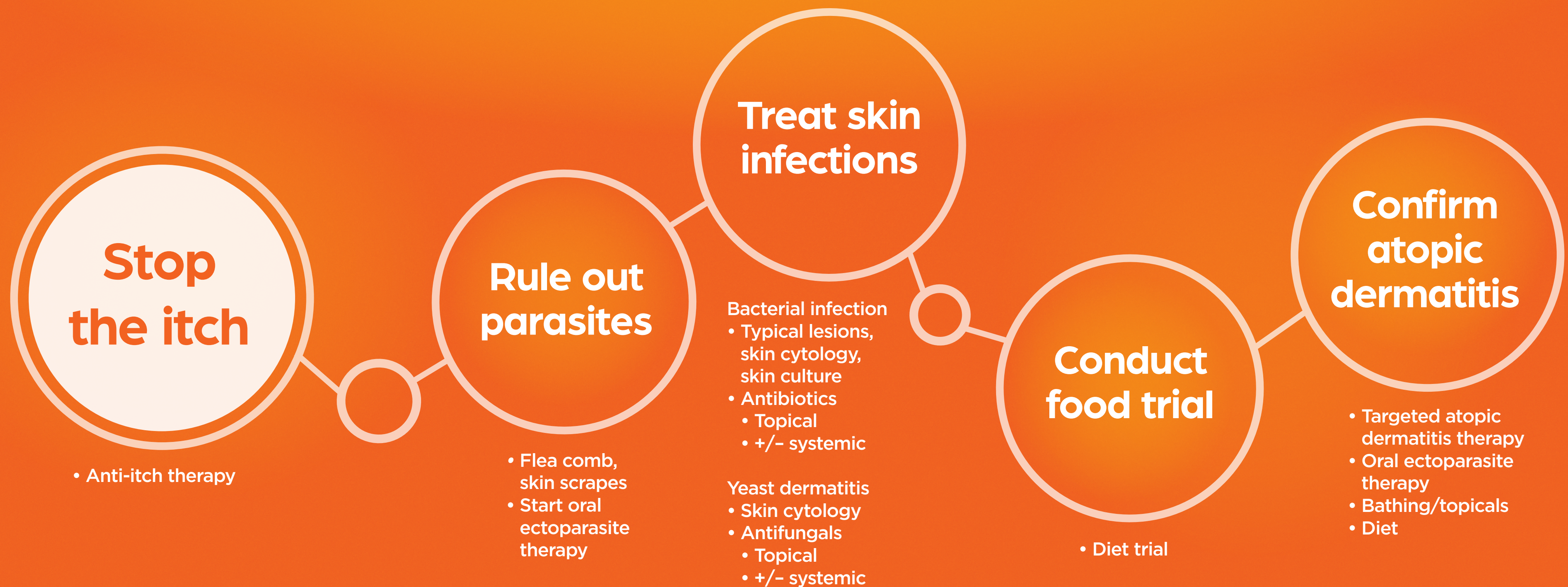


What's Causing Your Dog's Itch?

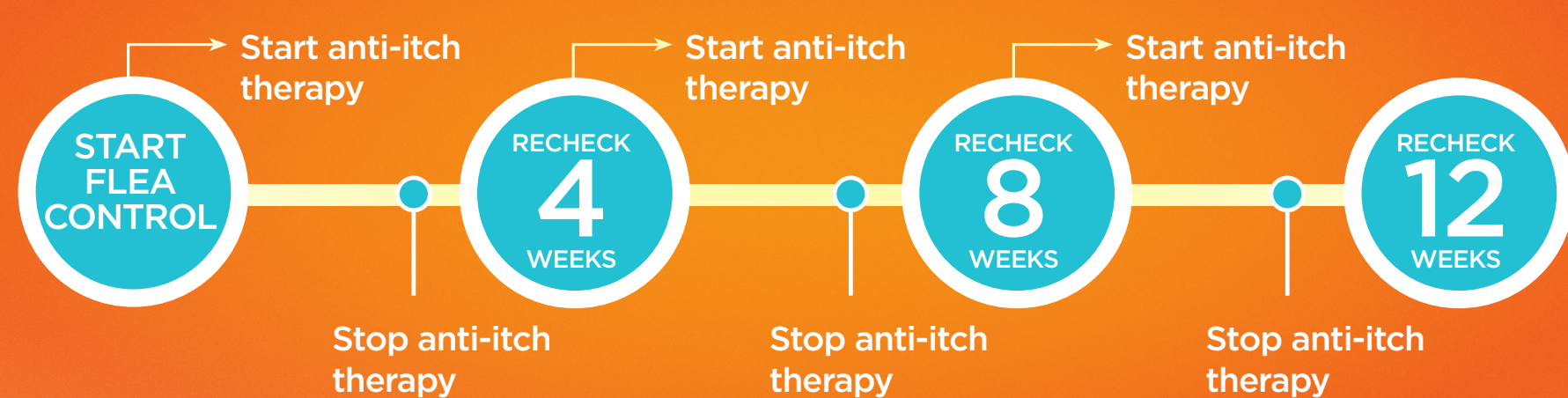
Diagnosis begins with relief

It's important to provide itch relief for your pet throughout the diagnostic approach



Suspicious of flea allergy?

Conduct a flea control trial (up to 3 months)



Suspicious of food allergy?

Conduct an 8-week food trial¹



How to rate your dog's itch

- 100 Extremely severe itching** Dog is scratching, chewing, licking almost continuously. Itching practically never stops, regardless of what else is happening around the dog.
- 80 Severe itching** Prolonged episodes of itching when the dog is awake. Itching occurs at night and also when eating, playing, or exercising, or when otherwise distracted.
- 60 Moderate itching** Regular episodes of itching when the dog is awake. Itching may occur at night and wake the dog. No itching when eating, playing, exercising, or being distracted.
- 40 Mild itching** Moderately frequent episodes of itching. There may be occasional episodes of itching at night. No itching when sleeping, eating, playing, exercising, or being distracted.
- 20 Very mild itching** Occasional episodes of itching. The dog is slightly more itchy than before the problem began.
- 0 Normal dog** Itching is not a problem.

Reference: 1. Olivry T, Mueller RS, Prélaud P. Critically appraised topic on adverse food. *BMC Vet Res*. 2015;11:225. DOI:10.1186/s12917-015-0541-3. All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted. © 2021 Zoetis Services LLC. All rights reserved. CAD-00369R2