

# Spring is in the air....

...and so are allergies! Spring is the season for allergy symptoms in our pets. In fact, over 20% of all canine veterinary visits are due to skin conditions. But how do we know if our pups have seasonal allergies, and if they do, how do we treat it? Seasonal allergies can sometimes be a struggle, but they don't have to be!

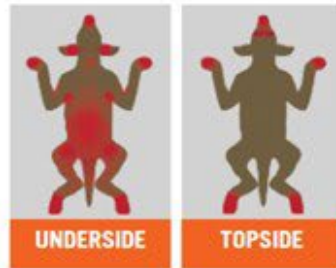


## DERMATOLOGY IS THE #1 REASON WHY DOGS VISIT THE VETERINARIAN<sup>1</sup>

ZOETIS  
PETCARE

Help provide excellent patient care by watching for these signs of skin disease in your boarding and grooming patients

### SIGNS OF SKIN PROBLEMS IN DOGS



**Folded areas** like face folds, lip folds, armpits, groin, under neck, under tail, and in between toes are prone to bacterial and yeast infections. Check the areas carefully (in red) and let a veterinarian know if redness, brown staining or discharge, scabs or sores are seen.



Lumps and bumps



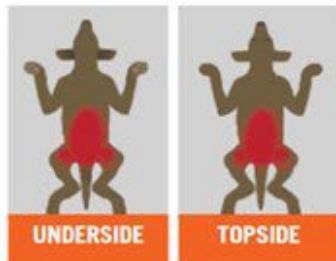
Ear redness, discharge



Red, irritated skin



Dry, scaly skin, dandruff



**Hair loss and redness** over the rump and tailbase (in red) may indicate flea allergy dermatitis. Check carefully for fleas and flea dirt. Secondary infection is common.



Frequent biting, chewing, scratching, rubbing or licking



Moist dermatitis in skin folds



### DERMATOLOGY TIPS

- Always wash your hands and use hand sanitizer after handling a pet with skin disease; clean and sanitize any grooming tools used
- If you see sores or red irritated skin, this could be a sign of fleas, mites, bacterial or yeast infection
- If you see signs of skin problems, alert a veterinarian that the dog needs to be examined and have skin scrapings and cytologies done **before bathing**
- Red, itchy or painful smelly ears with brown or yellow discharge can mean an ear infection—tell a veterinarian right away if you see this **before cleaning the ears**
- Some skin and coat issues may be improved by a medicated shampoo, but a **veterinarian is best suited to make a specific recommendation based on a diagnosis**
- Infections such as scabies or ringworm

Unlike with us, allergies in pets usually present as signs of skin problems. But some skin issues may be more than an allergy. Mites and other parasites like fleas can cause redness, bumps, hair loss and itchy skin.

It's always best to have a veterinarian examine your pet if you notice any of the common skin problems listed. And remember, do not apply any shampoos or other topical medications to your pet prior to your appointment.

# Dog Allergy Symptoms

## HAIR

Hair loss and/or  
“hot spots”

## SKIN

Repetitive scratching,  
licking and chewing  
of the body; scabs or  
other skin lesions



## HEAD

Repetitive head-shaking

## EARS

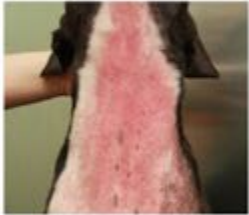
Chronic or  
recurrent skin  
and/or ear  
infections

## FACE

Rubbing the face  
against carpets or  
walls, sometimes  
resulting in redness  
and/or swelling



**IF YOU SEE ANY OF THESE SIGNS, PLEASE ALERT THE VETERINARIAN**



Red, irritated skin



Dry, scaly skin, dandruff



Bald spots or thinning hair



Darkened, greasy skin with odor



Blue gray color change, scabs, sores



Scabs, sores



Scratches, scabs, sores, pimples



Hot spot (before clipping)



Hot spot (after clipping)



Ear infection



Lumps and bumps



Brown paws (may indicate yeast infection)



Moist dermatitis in skin folds



Moist dermatitis in skin folds



Moist dermatitis in skin folds

Allergies can affect multiple regions of the body in different degrees of severity

# HAVE AN ITCHY DOG?

Frequent scratching is one sign of allergic itch, but there are other telltale signs as well:



Frequent licking,  
chewing, biting  
or scratching



Excessive rolling,  
rubbing or scooting



Recurrent ear problems  
(head shaking, ear  
discharge/odor, or  
scratching at ears)



Hair loss



Body odor



Skin changes  
(rash, redness, greasy  
skin, or scabs)

The more we know about itch, the better informed we'll be to treat it. Sharing your dog's itch history is critical in uncovering the underlying cause of itch and the proper course of action.

- Where is your dog itchy?
- How itchy is your dog on a scale of 0-100 (0 indicating a normal dog and 100 indicating extremely severe itching)?
- How long and how often has your dog been itchy? Are there certain times of the year your dog is itchy? (duration, seasonality, etc)
- What have you already tried to relieve the itch?
- What are you using for flea control?





# PREPARE FOR A FLARE OF ITCH

Allergic dermatitis requires lifelong management—even when controlled, occasional flares can occur, especially for seasonally affected dogs. Fleas and infections may exacerbate flares of allergic itch.



**If you suspect a flare**, contact the practice to schedule an exam for your dog to be seen.



**Partner with your veterinarian** to understand the cause of the flare.



**Do not stop anti-itch treatment** for your dog during the flare.



**Additional treatment may be needed** to provide relief after a flare of allergic itch.

## 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 your dog.

80

### SEVERE ITCHING

Prolonged episodes of itching when your 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 your 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. Your dog is slightly more itchy than before the problem began.

0

### NORMAL DOG

Itching is not a problem.

Successful long-term management of allergic dogs also includes year-round flea prevention and careful monitoring of any skin infections.



## DIAGNOSIS BEGINS WITH RELIEF

When getting to the underlying cause of a dog's itch, it's important to provide relief while completing the diagnostic work-up that leads to a tailored treatment plan for each pet and each owner.





# Allergy Treatment Options

## Managing Allergies in Dogs and Cats

Owners play a crucial role in the treatment of their pets because allergies cannot be cured.

### Home Care



#### BATHING

- Use a shampoo and/or rinse designed for pets with allergies once or twice a week.
- (For flea control: year-round use of products like Frontline Plus, Revolution, or Advantage II, are a must for all allergic pets)



#### SUPPLEMENTS

- Oral omega 3 fatty acid supplements and/or topical products like Omega 3,6,9 or Omega Tri-V to improve the natural barrier properties of the skin

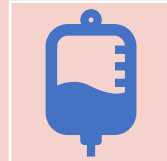


#### MEDICATION

- Immunosuppressive drugs for severe allergies
- Antihistamines like diphenhydramine, hydroxyzine, or chlorpheniramine
- Corticosteroids like prednisone for dogs and prednisolone for cats



A multi-modal approach is our best defense at managing symptoms of atopic dermatitis.



This means we combine multiple therapies to obtain the best outcome.



Every patient is different and responds differently to therapies.





# Cytopoint Injection

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- Slower onset (relief usually seen within 3 days)
- Ideal in dogs that are difficult to pill or where daily administration is difficult
- Dogs with other disease processes where Apoquel would not be recommended
- A more natural therapeutic option ("non-drug")
- Used for long-term management





# Supportive Therapy

- Parasite control
  - Flea/Tick Prevention
- Barrier repair
  - Skin Support Shampoos, sprays, and mouse
  - Skin Support Treats
- Topical antimicrobials
  - Medicated Shampoos, sprays, mouse, and wipes
  - Medicated ointments
- Dietary support
  - Skin Support and Allergy diets
  - Skin support treats
  - Fish oils and omegas

