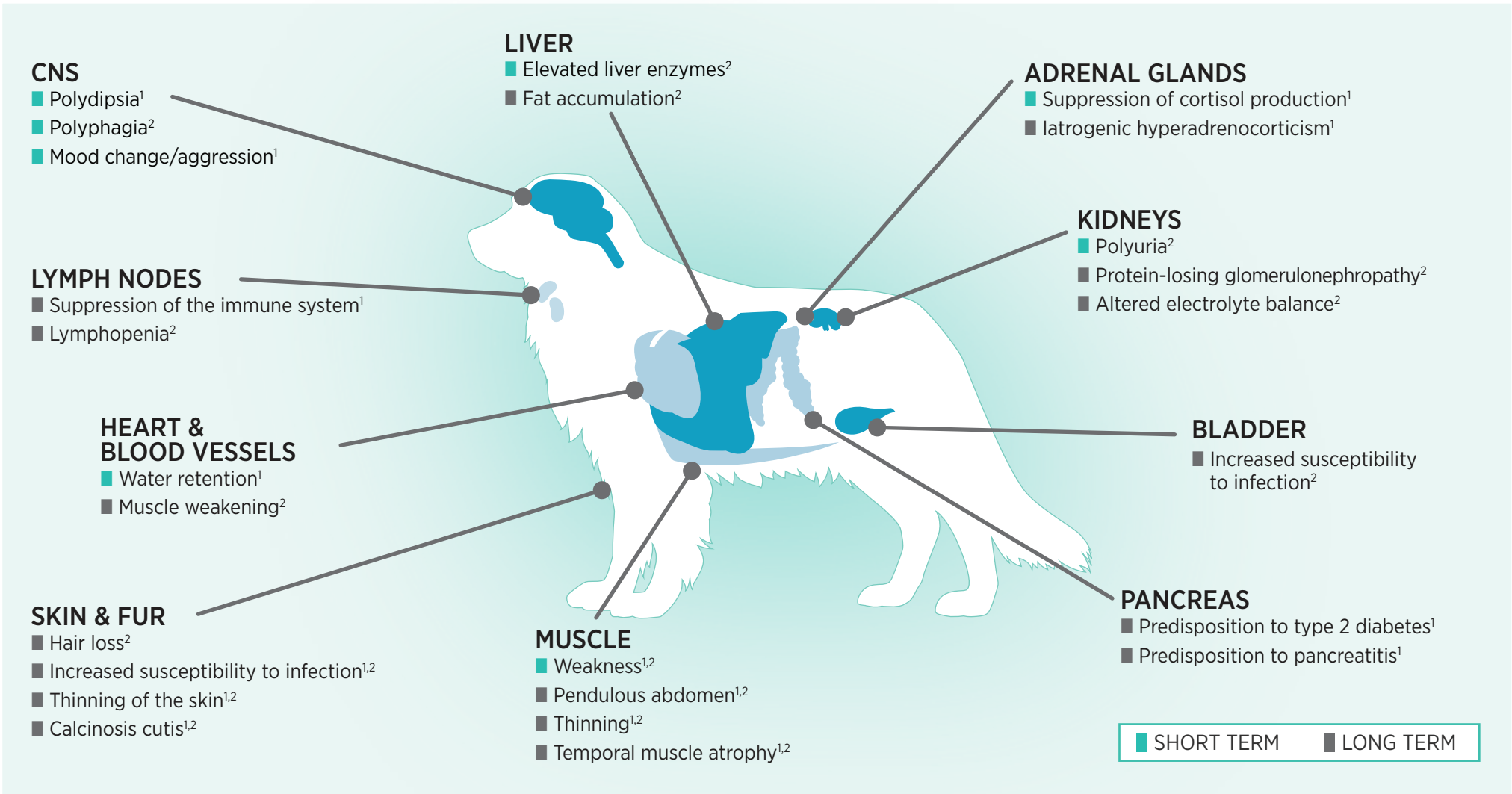


Short-term Steroid Use Can Cause Troubling Side Effects^{1,2}

- Only 11% of veterinarians that were users of Apoquel[®] (oclacitinib tablet) report being satisfied with steroids for pruritus, yet many still routinely prescribe them for acute and first-time itch³
- In most cases of atopic dermatitis, the disease progresses from acute short-term seasonal flares to chronic year-round pruritus and dermatitis.⁴



References: 1. Edwards SH. *The Merck Veterinary Manual*. 11th ed. Kenilworth, NJ: Merck Sharp & Dohme Corp; 2014. <http://www.merckvetmanual.com/pharmacology/anti-inflammatory-agents/corticosteroids?qt=antiinflammatoryagents&alt=sh>. Accessed January 4, 2018. 2. Sousa CA. Glucocorticosteroids in veterinary dermatology. In: Bonagura JD, Twedt DC, eds. *Kirk's Current Veterinary Therapy*. 14th ed. St. Louis, MO: Saunders Elsevier; 2009:400-404. 3. Data on file, APOQUEL/CYTOPOINT Vet Tracker Wave 9, 2018, Zoetis Inc. 4. Marsella R, De Benedetto A. Atopic Dermatitis in Animals and People: An Update and Comparative Review. *Veterinary Sciences*. 2017; 4(3):37. <https://doi.org/10.3390/vetsci4030037>. AR-11031.