

# APOQUEL® (oclacitinib tablet) Now Available to Treat ‘Itchy’ Dogs

**Release Date:**

Monday, January 20, 2014 11:24 am EST

**Terms:**[Apoquel](#) [Companion Animals](#) [Dogs](#) [itchy dogs](#) [oclacitinib tablet](#) [Dogs](#)**Dateline City:**

Florham Park, N.J.

## *First Veterinary Janus kinase Inhibitor Targets the Itch of Allergic Skin Conditions at Its Source*

FLORHAM PARK, N.J. – Jan. 20, 2014 – Zoetis Inc. today announced that APOQUEL® (oclacitinib tablet) is now available to veterinarians in the United States for the control of pruritus, or itching, associated with allergic dermatitis and the control of atopic dermatitis in dogs at least 12 months of age. With APOQUEL, veterinarians now have a first-in-class treatment choice that targets the itch of allergic skin conditions at its source. Canine itching is among the most frequent complaints of pet owners, affecting about one in six dogs whose owners seek veterinary help. About half of all itchy dogs will have an underlying allergic skin condition where APOQUEL would be indicated.

“When a dog develops an itch related to an allergy, it can be life-disrupting for the dog and the entire family. After gaining five years of experience with APOQUEL through my involvement in clinical trials, I’ve learned firsthand the difference this treatment can make to a dog and its owners in stopping the itch, but without many of the side effects that are common with steroids,” said Thomas Lewis II, DVM, DACVD, practicing veterinary dermatologist at *Dermatology for Animals* in Gilbert, Ariz. He noted this has been the case even for those dogs that failed to respond to conventional therapies.

“Pet owners who complained that their dogs would wake them up in the middle of the night due to intense itch have told me that after treatment with APOQUEL, the household can sleep more peacefully,” Dr. Lewis said. “In my 28 years of practice, this is the most exciting new treatment for the management of itch associated with allergic and atopic dermatitis in dogs, which can often be a challenging and complex condition to treat.”

APOQUEL was approved by the U.S. Food and Drug Administration in May 2013 and is the first and only Janus kinase (JAK) inhibitor approved for veterinary use. Its novel mode of action specifically targets and inhibits the cytokines involved in itch and inflammation with minimal activity against cytokines involved in hematopoiesis or innate immune function. Clinical studies have shown that APOQUEL provides rapid relief from itching and improves inflammation in dogs that suffer from allergies, without many of the side effects commonly associated with steroids. In a trial of dogs with allergic dermatitis, APOQUEL produced rapid onset of efficacy within 24 hours. In a trial of dogs with atopic dermatitis, dogs treated with APOQUEL experienced a significant and long-term reduction in itch and inflammation at day 28 of the study. In cases where APOQUEL treatment was continued, success rates remained constant through day 112.

“Zoetis is committed to providing treatments for conditions that affect the lives of pets and their owners who care for them,” said Mike McFarland, DVM, DABVP, Group Director, Companion Animal Veterinary Operations at Zoetis. “APOQUEL is just one example that shows how we are continuing to invest in innovative new approaches that help veterinarians address real-world conditions, such as allergic and atopic dermatitis.”

For more information, please visit [www.apoquel.com](http://www.apoquel.com).

**Important Safety Information**

APOQUEL® should not be used in dogs less than 12 months of age or in dogs with serious infections. APOQUEL may increase the susceptibility to infection and demodicosis and may exacerbate neoplastic conditions. APOQUEL has not been evaluated in combination with systemic immunosuppressive agents such as glucocorticoids or cyclosporine. APOQUEL should not be used in breeding dogs, or pregnant or lactating dogs. The most common side effects seen in dogs administered APOQUEL were vomiting and diarrhea. APOQUEL has been safely used in conjunction with other common medications including antibiotics and parasiticides and with vaccinations. For Full Prescribing Information visit [www.apoquel.com/Apoquel\\_PI](http://www.apoquel.com/Apoquel_PI).

**About Zoetis**

Zoetis (zō-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on a 60-year history as the animal health business of Pfizer, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, with a focus on both farm and companion animals. In 2012, the company generated annual revenues of \$4.3 billion. With approximately 9,300 employees worldwide at the beginning of 2013, Zoetis has a local presence in approximately 70 countries, including 29 manufacturing facilities in 11 countries. Its products serve veterinarians, livestock producers and people who raise and care for farm and companion animals in 120 countries. For more information on the company, visit [www.zoetis.com](http://www.zoetis.com).

Zoetis is the proud sponsor with the Smithsonian Institution Traveling Exhibitions Service and the American Veterinary Medical Association of the mobile educational exhibit *Animal Connections: Our Journey Together*. Families visiting the exhibit

will explore the vast bonds between people and animals and learn about the important role veterinarians play in protecting animal and human health. For more information, visit [www.zoetis.com/animal-connections-tour/](http://www.zoetis.com/animal-connections-tour/).

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*Forward-Looking Statements:* This news release contains forward-looking statements. These forward-looking statements address various matters including information about Zoetis products. Each forward-looking statement contained in this news release is subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statement. Applicable risks and uncertainties include, among others, regulatory actions and timing of any new product launches; competitive pressures, environmental trends and conditions; and the risks identified under the heading "Risk Factors" in our Annual Report on Form 10-K for 2012, which was filed with the Securities and Exchange Commission on March 28, 2013, as well as the other information we file with the SEC. We caution investors not to place considerable reliance on the forward-looking statements contained in this news release. You are encouraged to read our filings with the SEC, available at [www.sec.gov](http://www.sec.gov), for a discussion of these and other risks and uncertainties. The forward-looking statements in this news release speak only as of the date of this document, and we undertake no obligation to update or revise any of these statements. Our business is subject to substantial risks and uncertainties, including those referenced above. Investors, potential investors, and others should give careful consideration to these risks and uncertainties.

**Language:**

English

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