

IS FIDO OFF HIS ((a))-game?



Occasional itching may be normal, but when constant scratching, scooting or licking gets in the way of your dog's A-Game, it could be the sign of allergic skin disease. If your dog shows signs of allergic itch, it's important to talk to your veterinarian about getting effective, lasting treatment.

Did You Know?

Itching is the number one reason for veterinary visits, yet many dogs continue to suffer because pet owners don't understand the severity of their dog's itch. It's important to seek treatment as soon as possible because, if left untreated, allergic itch can become more serious and lead to complications, such as infection, thickened and darkened skin, hair loss and odor.

ALLERGIC ITCH CAN BE TRIGGERED BY A VARIETY OF FACTORS, MOST OFTEN:



INFECTIONS
(such as Staph or yeast infections)



ECZEMA



HOT SPOTS



FLEAS



FOOD ALLERGY



ENVIRONMENTAL ALLERGY
(such as pollen, mold and dust-mites)



CONTACT ALLERGY
(such as carpet deodorants, shampoo or insecticides)



IS ITCHING GETTING IN THE WAY OF YOUR DOG'S A-GAME?

Then it's time to talk to your veterinarian about getting treatment for his or her allergic skin disease. Many people try at-home treatments, like antihistamines, shampoos, sprays or even dietary supplements, but these aren't often effective in providing itch relief for dogs. Other common treatments like steroids can cause a range of unwanted side effects.



Share a photo or video of your dog's A-Game (like a favorite trick or silly pose), using #MyDogsAGame to trigger a donation to the K-9 Courage Program by Zoetis Petcare, a charitable healthcare donation program that provides financial donations that support retired police and military K-9s.

COMMON SIGNS OF ALLERGIC ITCH INCLUDE:



LICKING, CHEWING, AND BITING SKIN



SCRATCHING, ROLLING, AND RUBBING



HAIR LOSS



RECURRENT EAR PROBLEMS



SKIN CHANGES
(greasiness, darkened, thickened skin)



BODY ODOR

Learn more about allergic itch by visiting MyDogsAGame.com.