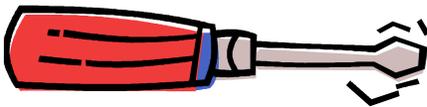




Toolbox

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Practitioners that are using Atopics that need help.

Decrease vomiting

- Consider treating with metoclopramide (Reglan)
- Give Atopica after a meal.
- Consider dividing the dose into 12 hour administrations

Make sure infections are controlled

- Bacterial pyoderma (folliculitis) is the most common secondary infection in dogs with allergy and causes lots of itch.
- Yeast dermatitis (*Malassezia*) is common and can cause severe itching that does not improve with any treatment except antifungal therapy. Classic lesions are elephant-like skin on the neck, stomach, and inner thighs.
- Parasites (fleas and scabies) should be eliminated before treating with Atopica.
- Atopica will help prevent infections by controlling the primary allergy but will not eliminate the infection or control the itch caused by the infections.

Consider treating with prednisone for the first 1-3 weeks of Atopica therapy to break the inflammation reaction and maximize the response to Atopica.

Concurrent use of bathing (antimicrobial shampoo and oatmeal conditioner) and treatments with antihistamines (Tavist, Benadryl), essential fatty acids, and flea control will add to the benefits of Atopica.



Practitioners that are waiting to try Atopica.

Dermatologists use 8 times more Atopica than general practices.

What do they know?

Atopica is SAFE, EFFECTIVE, and EASY to ADMINISTER.

To date, there is NO evidence that Atopica increases the risk of cancer!

In people, HIGH dose cyclosporine can cause lymphoproliferative diseases that mimics cancer in individuals with Epstein Bar Virus infections. At low doses (like with Atopica) there is NO increase in human lymphoma risk. Additionally, dogs do not have chronic viral infections like EBV.

Once a clinic starts using Atopica, apx 75% continue to reorder. That is equal to or better than the allergy vaccine refill rates.

The typical allergic dog will visit 3 vets in attempts to resolve the allergies: most likely one of them will try Atopica. Will it be you?

Most practitioners are using a flexible mark-up on Atopica to make the cost more acceptable to patient owners (20-40%)(The Sailor Method).

If given a choice, most dogs (when asked ☺) would prefer to be given a drug that may upset their stomach rather than a treatment that WILL make them fat and pee a lot!

Consider a 6 week cookbook treatment approach to eliminate the infections while starting Atopica:

1. Revolution (every 2 weeks) to eliminate scabies and fleas.
2. Antibiotics (Simplicef) to kill any bacteria.
3. Ketoconazole to kill yeast.
4. Metoclopramide (Reglan) to prevent vomiting.
5. Atopica after a meal.