

Don't let allergic itch
disrupt your dog's Zen.

Reach for **Zenrelia™**
(ilunocitinib tablets)



Just one daily dose of Zenrelia relieves
your dog's allergic itch – fast.¹

INDICATIONS

Zenrelia is a prescription medication used to control itching and inflammation associated with skin allergies for dogs over 12 months of age.

IMPORTANT SAFETY INFORMATION

See package insert including the Boxed Warning. For full prescribing information speak with your veterinarian, call 1 888 545 5973 or visit www.elancolabels.com/us/zenrelia.

WARNING: VACCINE-INDUCED DISEASE AND INADEQUATE IMMUNE RESPONSE TO VACCINES. Based on results of the vaccine response study, dogs receiving Zenrelia are at risk of fatal vaccine-induced disease from modified live virus vaccines and inadequate immune response to any vaccine. Discontinue Zenrelia for at least 28 days to 3 months prior to vaccination and withhold Zenrelia for at least 28 days after vaccination. Dogs should be up to date on vaccinations prior to starting Zenrelia. Do not use in dogs less than 12 months old or dogs with a serious infection. Dogs should be monitored for the development of infections because Zenrelia may increase the chances of developing an infection. Neoplastic conditions (benign and malignant) were observed during clinical studies. The most common side effects were vomiting, diarrhea and tiredness. Zenrelia has not been tested in dogs used for breeding, pregnant, or lactating dogs and has not been evaluated in combination with glucocorticoids, cyclosporine, or other immune suppressive drugs.

Has your dog lost their Zen because of itchy, irritated skin?



It could be allergic itch

If you notice an **increase in your dog's licking, chewing, rubbing and scratching, they may be suffering from a skin allergy** that's causing itch and inflammation.^{2,3}

And it's not just your dog. Millions of dogs suffer from flea, food or contact allergies and atopic dermatitis (sensitivities to allergens in their environment like pollen and mold). These allergies can be ongoing or seasonal.^{2,3}

If your dog's symptoms continue or get worse over time, they may need short- or long-term medication. Even dogs on medication for allergic itch may need additional support when their allergies flare.^{2,3}

Left untreated, not only is your dog uncomfortable, but their licking, chewing, rubbing and scratching could damage their skin. **Damaged skin is more at risk of becoming infected**, leading to 'hot spots' that make inflammation even worse, and keep your dog from being their normal self.²⁻⁴

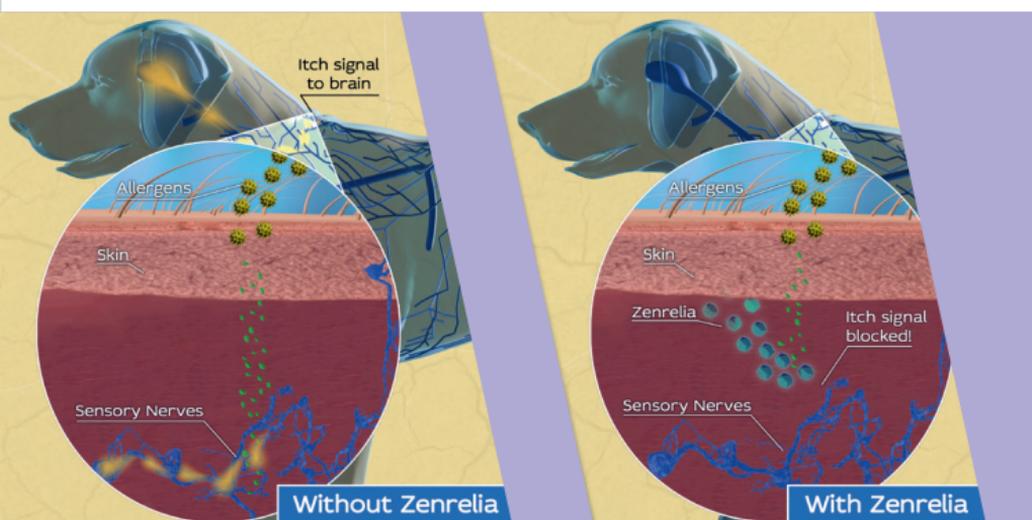
Zenrelia™ (ilunocitinib tablets) can help your dog get back to normal



Zenrelia is an innovative, once-daily treatment that offers relief from itchy, irritated skin – fast¹

Zenrelia blocks itch signals from reaching your dog's brain, reducing the sensation of itch.

The result? Red and inflamed skin is soothed, and your dog's itchiness goes back to just the normal, occasional good scratch.



Zenrelia™
(ilunocitinib tablets)

Once a day, from the comfort of home

With Zenrelia™ (ilunocitinib tablets), it's easy to follow your veterinarian's recommendation. There's no need to change dosing to achieve or maintain results no matter how often you're advised to start or restart Zenrelia. **Once a day means once a day – right from the start, and for as long as your dog needs.**

Dogs should not take Zenrelia for at least 28 days to 3 months prior to vaccination and should not take Zenrelia for at least 28 days after vaccination. Discuss your dog's vaccine schedule with your veterinarian.



Hypoallergenic,
unflavored oral
treatment



Given once
a day



With or
without food



Rapidly relieves itch¹

Calming their skin,
calming your stress

We know how difficult it is to see your dog suffer from allergic itch. You want them back to their normal selves – fast. That's why Zenrelia is designed to relieve itch and irritation quickly, with just one dose a day.



Zenrelia[™]
(ilunocitinib tablets)

Zenrelia™ (ilunocitinib tablets) is highly rated by **vets and pet owners**⁵

In a study, owners and vets **highly rated Zenrelia** when asked how well their dogs were responding to treatment of atopic dermatitis.⁵





HIGHLY RATED
BY VETS & OWNERS⁵



Zenrelia™
(ilunocitinib tablets)

Consumer Brief Summary for **Zenrelia™ (ilunocitinib tablets)**

Information for Dog Owners - Ask your veterinarian, call 1 888 545 5973, or visit www.elanco.com/us/zenrelia to obtain the full prescribing information including the boxed warning.

Dogs should not take Zenrelia for at least 28 days to 3 months prior to vaccination and should not take Zenrelia for at least 28 days after vaccination. Discuss your dog's vaccine schedule with your veterinarian. The risk information provided here is not comprehensive.

Always follow your veterinarian's instructions for giving your dog Zenrelia.

Not for use in humans. Keep this and all medications out of reach of children and pets.

Wash hands immediately after handling tablets.

In case of accidental ingestion, seek medical attention immediately.

What is Zenrelia?

Zenrelia is a prescription medication used to control itching and skin inflammation associated with allergies for dogs over 12 months of age.

What is the most important information I should know about Zenrelia?

- **Based on results of a vaccine response study, dogs receiving Zenrelia are at risk of fatal vaccine-induced disease from modified live virus vaccines and inadequate immune response to any vaccine.**
- **Dogs should be up to date on vaccinations prior to starting treatment with Zenrelia.**
- **Dogs should be monitored for the development**

of infections because Zenrelia may increase the chances of developing an infection.

- Dogs should be monitored for the risk of decreased hematocrit, hemoglobin and/or red blood cell count.

What dogs should NOT take Zenrelia?

- Zenrelia is not for use in dogs less than 12 months of age.
- Zenrelia is not for use in dogs with serious infections.
- Zenrelia has not been tested in dogs used for breeding, pregnant, or lactating dogs and has not been evaluated in combination with glucocorticoids, cyclosporine, or other immune suppressive drugs.

What are the possible side effects of Zenrelia?

- New neoplastic conditions (benign and malignant) and infections were observed during clinical studies.
- The most common side effects include:
 - Vomiting
 - Diarrhea
 - Tiredness

Contact your veterinarian if your dog experiences these or any other symptoms.

For technical assistance or to report suspected adverse drug events, call 1-888-545-5973.

For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at www.fda.gov/reportanimalae.

**Zenrelia**[™]
(ilunocitinib tablets)

Reach for Zen. Reach for Zenrelia.

The once-daily treatment that works fast¹ – so your dog can get back to doing **whatever** it is they love.



Rapidly controls itch¹



Can help get your dog back to normal

1. Forster S, Boegel A, Despa S, et al. Comparative efficacy and safety of ilunocitinib and oclacitinib for the control of pruritus and associated skin lesions in dogs with atopic dermatitis. *Veterinary Dermatology*. 2025; 1–10.
2. Cornell Richard P. Riney Canine Health Center. Atopic dermatitis. Available at: <https://www.vet.cornell.edu/departments-centers-and-institutes/riney-canine-health-center/canine-health-information/atopic-dermatitis-atopy>. Accessed August 2024.
3. VCA Animal Hospitals. Pruritus. Available at: <https://vcahospitals.com/know-your-pet/pruritus-itching-and-scratching-in-dogs>. Accessed August 2024.
4. PDSA. Skin problems in dogs. Available at: <https://www.pdsa.org.uk/pet->



Ask your vet if **Zenrelia** is right for your dog.

Visit [Zenrelia.com](https://zenrelia.com) 



**Convenient: once-daily dosing,
given from the comfort of home**



**Cost effective:* one dose a day
from the start**

[help-and-advice/pet-health-hub/symptoms/skin-problems-in-dogs-an-overview](#).
Accessed August 2024.

5. Zenrelia Freedom of Information Summary.

6. Hill P.B. et al. *Vet Dermatol.* 2007;18(5):301–308.

7. Rybníček J. et al. *Vet Dermatol.* 2009;20(2):115–122.

*At label dose, the average price for a monthly supply of Zenrelia is less than Apoquel. Cost may vary depending on how much your dog weighs. Ask your vet for details. [2024 Zoetis Petcare Products Veterinary Price List vs. 2024 Elanco Zenrelia Veterinary List Price]

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Track that itch.^{6,7}

Using the scale below, record how much your dog is itching. Mark the box that best describes your dog each day and share this record with your vet on your next visit. It can help to draw a line between the marks to see your dog's progress.

- 10** **Extreme itching (severe/continuous itching).**
 My dog does not stop itching irrespective of surroundings or commands, and needs to be physically restrained from itching.
- 8–9** **Severe itching (prolonged episodes).**
 Itching disrupts my dog's sleep, eating, play, and exercise. Itching continues even when my dog is distracted.
- 6–7** **Moderate itching (frequent episodes).**
 My dog is itchy periodically through the day, but not when eating, playing, exercising, or being distracted. Itching occurs at night when observed.
- 4–5** **Mild itching (semi-frequent episodes).**
 My dog does not itch when eating, playing, exercising, or being distracted.
- 2–3** **Very mild itching (occasional episodes).**
 My dog is only slightly itchier than what I consider normal.
- 0–1** **Normal dog.**
 Itching is not a problem for my dog.

ITCHING SEVERITY		DAY										
		1	2	3	4	5	6	7	14	21	28	
Extreme	10											
	9											
Severe	8											
	7											
Moderate	6											
	5											
Mild	4											
	3											
Very Mild	2											
	1											
Normal	0											

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