

***Zoetis designated August as Itchy Pet Awareness Month and launched a website to raise awareness about pet skin health needs and a toolkit for veterinary professionals to use as a conversation-starter with pet owners.***

***The top four reasons pet owners bring their dogs in for veterinary visits are skin-related issues, including skin allergies, ear infections, skin lumps and bumps, and skin infections. Symptoms can be difficult to discern from normal behavior.***

***The toolkit includes promotional materials, including waiting room posters and assets for Facebook posts and emails, that veterinary***

***practices can use in educating clients about their animals' itching behavior.***

## ***The Itchy Pet: When It Becomes a Chronic Problem***

***Chronic itch behavior can get in the way of everyday activities, including disrupting the sleeping patterns of both dogs and their owners. As dogs become even more a part of the family, they are increasingly finding their way into their owners' beds – in fact, according to a 2018 study, more than half (55%) of the adult women participants shared their bed with at least one dog. This makes it more important to identify itch behavior to ensure all involved are maintaining***

***their quality of life.***

***Itchy dogs and their owners also have different needs; therefore, providing them options for customized treatment of skin allergies in dogs is key, and will protect the bonds that matter most.***

***The veterinary nurse can ask some important questions when trying to help a client with a dog that exhibits chronic itch behavior:***

- When did you first notice these clinical signs?***
- How did the problem start, and how has it changed?***
- Has the dog had any type of skin or ear condition previously?***
  - What types of treatment and***

*medications have been used, and which ones helped improve the condition?*

- *Which came first: the lesions or the itch?*
- *Is the problem year-round, or does it occur seasonally?*
  - *Are any other pets in the household showing similar signs?*

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**[Scratching the Surface of Allergies in Dogs](#)**