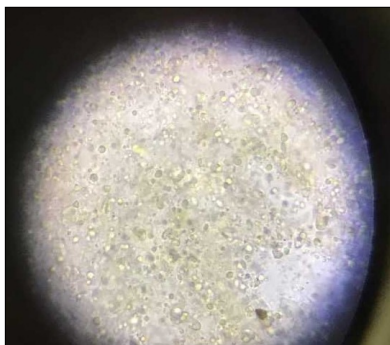


To help manage this, the vet will develop a long-term plan for your dog. This will include:

- Itch relief.
- Flea and parasitic treatment.
- Skin barrier therapy.
- Environment management.
- Diet.
- Plan for a flare up.
- Topical management.

Part of the plan will include regular visits to see the vet to monitor the condition and to alter the plan and/or treatment if necessary.



If you have any concerns regarding your dog's skin, call and book an appointment. Ask our team for an "Itchy Dog Tracker" so you can record how itchy your dog is.



Consulting Times

Hillock Lane Surgery

Monday to Wednesday

8.30am to 7pm

Thursday

8.30am to 6.30pm

Friday

8.30am to 7pm

Saturday

8.30am to 1pm



Blackpool Surgery

Monday to Friday

8.30am to 6pm

Saturday

8.30am to 11am

Why not download our new app, PetsApp. Order medication, book an appointment, ask for advice, sends pictures, pay for products and services and much, much more!

Hillock Lane



Blackpool



Itchy Dog

Rowan Veterinary Centre

"where pets come first"

Hillock Lane

Freckleton

Preston

Lancashire

PR4 1TP

01772 639800

The Old Bank

369 Whitegate Drive

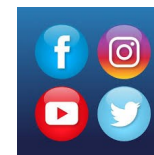
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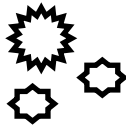
www.rowanvets.co.uk

admin@rowanvets.co.uk



Itchy Dog?

Your dog may show symptoms of an allergy when exposed to everyday substances. A cycle of itching and scratching is triggered when your dog's immune system identifies these allergens as dangerous.



Flea allergy

Food allergy

Contact allergy

Atopic dermatitis

How itchy is itchy?

10	Extremely severe itching. Your dog is scratching, chewing, licking almost continuously. Itching practically never stops, regardless of what else is happening around the dog.
8	Severe itching. Prolonged episodes of itching when the dog is awake. Itching occurs at night and also when eating, playing or exercising or when otherwise distracted.
6	Moderate itching. Regular episodes of itching when the dog is awake. Itching may occur at night and wake the dog. No itching when eating, playing, exercising or being distracted.
4	Mild itching. Moderately frequent episodes of itching. There may be occasional episodes of itching at night. No itching when sleeping, eating, playing, exercising or being distracted.
2	Very mild itching. Occasional episodes of itching. The dog is slightly more itchy than before the problem began.
0	Normal dog. Itching is not a problem.

What should I look out for?

- Excessive licking, biting, chewing or scratching.
- Excessive rolling, rubbing or scooting.
- Chewing, especially around the base of the tail and paws.
- Recurrent ear problems.
- Changes in the skin such as sores or darkened colour.
- Redness of the skin.
- Body odour.

If your dog continues to chew, bite or scratch, they are likely to break the skin which can lead to skin infections, leading to hair loss and scabs.

Why is my dog itchy?

There are four common forms of allergic skin disease in dogs:

How do we find out what's causing the itching?

There are three stages that we use to identify the cause of your dog's itching:

Stage 1 - Itchy Dog

We will test for infectious causes such as fleas, mites, bacterial or fungal infections.

Possible treatments for these are:

- Anti-parasitic.
- Antibiotics/antibacterial (topical or tablet).
- Antifungals (mainly topical).

Stage 2 - Allergic Dermatitis

If the itching doesn't resolve after stage 1, the vet will prescribe a treatment to relieve the immediate itch. To monitor how effective this is, you will be asked to monitor the severity of the itch. The next step of the investigation is to find out the cause of the itch. This will involve flea allergy control and a food allergy diet trial.



Stage 3 - Atopic Dermatitis

If the itch remains once the possibility of a flea or food allergy has been excluded, the vet may diagnose ATOPIC DERMATITIS.