

# Getting more dogs back to normal with Zenrelia™



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Tim Jones graduated from Cambridge Vet School in 2017. After several years in practice, he joined the pharmaceutical industry. Initially, he worked on projects in the human health industry, helping to bring innovative treatments to patients with dermatological and rheumatological conditions.

In 2023, he joined Elanco Animal Health as a veterinary consultant and scientific lead for dermatology in the UK. He sits on the committee of the British Veterinary Dermatology Study Group, and is passionate about helping vets to improve the lives of pets with ear and skin disease.

Anyone who lives with dogs, or spends more than 10 minutes on social media, knows very few of them are 'normal'. However, when it comes to treatments for chronic conditions, that's exactly what owners hope for – their dogs to get back to normal.

Nowhere is this more true than allergic and atopic dermatitis, where the itch and inflammation doesn't just affect the dog's quality of life, but can actually impact the quality of life for the whole family.<sup>1</sup>

**In fact, 79% of owners expect their dogs to be back to 'normal' when treating their itch.<sup>2</sup>**

Additionally, owners expect vets to resolve their dog's itch both quickly and affordably.<sup>3</sup> One in six of them will even leave a vet practice if they aren't satisfied with the results.<sup>3</sup>

### Introducing Zenrelia

Zenrelia (ilunocitinib) is a new JAK inhibitor approved for the treatment of allergic and atopic dermatitis, that gets **45% more itchy dogs back to normal** vs the existing JAK inhibitor, Apoquel® (oclacitinib).<sup>4\*</sup>

'Normal' can mean lots of different things to different people, but when it comes to treating pruritus, there is a precise definition of 'normal'. Pruritus can be assessed in practice by using the independently developed and validated Pruritus Visual Analogue Scale (PVAS; Figure 1).<sup>2</sup>

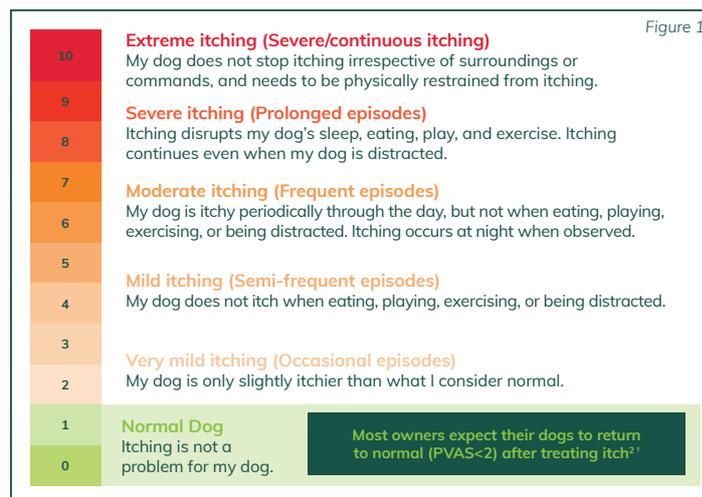
This is a continuous scale ranging from 0–10, where owners are asked to assess their dog's severity of itching over the previous 24 hours.

In the past, treatment of canine allergic and atopic dermatitis could be thought of as "successful" if they reduced this itch score by 2 ("a clinically relevant improvement in itch") or by 50%. However, these are no longer seen by veterinary dermatologists as adequate targets for itch control, as "successfully" controlled dogs could still experience significant levels of itch. For example, a dog with an initial score of 10 would fall to only 8 (with a 2-point improvement) or fall to 5 (with a 50% improvement).<sup>5</sup>

In human medicine, dermatologists now feel that more stringent targets are optimal for itch control, where they look to ensure patients with atopic dermatitis are 'itch free' or as close to 'itch free' as possible.<sup>6</sup> The same is true in veterinary medicine. It is now

recommended by international guidelines to assess the success of drugs for atopic dermatitis based on treatment targets such as 'normal' (a PVAS score of less than 2, which is considered to be equivalent to the normal level of itch for a healthy dog).<sup>2,5</sup> In addition to this, a normal itch score is in fact what most owners also expect with itch treatment.<sup>2†</sup>

The results from numerous large field trials assessing the efficacy and safety of Zenrelia in dogs with allergic and atopic dermatitis in real-world clinics have been published in the leading peer reviewed journal on the subject, Veterinary Dermatology.<sup>4,7,8</sup> In each of these studies, dogs were assessed for a return to 'normal' over 4 months to examine long-term control of long-term conditions, with consistent results.<sup>4,7,8</sup>



# “Knowing what I currently know about Zenrelia, I am keen to use it in the clinic and start prescribing it.”

Dr. Victoria Robinson BVM&S, BSc, CertAVP (VD), DipECVD, MRCVS, RCVS and European Specialist in Veterinary Dermatology

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The best way to evaluate products for clinical use is to compare them directly with the existing standard of care. A large European head-to-head trial of 338 real-world assessed dogs treated with Zenrelia or Apoquel<sup>®</sup>, (previously the only JAK inhibitor licensed for use in dogs) over 4 months. 53% of dogs got back to normal with Apoquel<sup>®</sup>, whereas 77% of dogs achieved this with Zenrelia.<sup>4\*</sup> (Figure 2)

Owners also saw visible itch relief after just one dose of Zenrelia. Additionally, itch control lasted for 24 hours.<sup>4,9</sup> Improved skin lesion scores are also observed by vets, and an anti-inflammatory effect was sustained for the long term.<sup>4,40</sup>

By raising the bar to 'normal', Zenrelia gives vets the chance to improve the quality of life of itchy dogs and deliver the results owners expect.

### Once-daily from the start

Owner compliance is a key consideration for the likely success or failure of any treatment. Evidence shows that owners are more likely to adhere to a once-daily treatment vs twice daily.<sup>10,11</sup>

### Zenrelia simplifies itch relief with consistent, once-daily dosing from the start.<sup>10,12</sup>

The head-to-head trial with Apoquel<sup>®</sup> showed that Zenrelia works fast. Over the first 14 days of treatment, once-daily dosing with Zenrelia achieved comparable reductions in itch scores to twice-daily dosing with Apoquel<sup>®</sup>.<sup>4\*\*</sup>

**“Now we have a medication that is once a day right from the start. I think it will really help improve that owner, patient, pet bond, it will hopefully help reduce caregiver burden and will improve patient and carer quality of life as well,”** said Dr. Victoria Robinson BVM&S, BSc, CertAVP (VD), DipECVD, MRCVS, RCVS and European Specialist in Veterinary Dermatology. **“Knowing what I currently know about Zenrelia, I am keen to use it in the clinic and start prescribing it.”**

### A comparable safety profile to Apoquel<sup>®</sup>

Zenrelia has been approved for long-term treatment, with safety data demonstrating Zenrelia is well-tolerated when used long term.<sup>12,13\*\*</sup> In addition to the efficacy data, the head-to-head study also demonstrated that **Zenrelia has a comparable safety profile to Apoquel<sup>®</sup>.**<sup>4</sup>

Zenrelia tablets are also hypoallergenic and free from flavourings that could trigger food allergies or disrupt diet trials.<sup>12</sup> Additionally, Zenrelia can be given alongside commonly given medications, such as antibiotics, parasiticides, NSAIDs and vaccines.<sup>12†</sup>

### A mechanism with a difference

Zenrelia is a JAK inhibitor designed to disrupt itch and inflammation in dogs.<sup>12</sup> It is the only veterinary JAK inhibitor with high potency for JAK1, JAK2 & TYK2, which are all key JAK enzymes involved in itch

and inflammation.<sup>14-16†</sup> By targeting multiple JAK enzymes, Zenrelia inhibits the function of several cytokines involved in itch and inflammation, such as IL-4, IL-6, IL-13, IL-22 and IL-31.<sup>12,14,15,18</sup>

JAK selectivity is based on *in vitro* assays, which shouldn't be used in isolation to evaluate product efficacy and safety.<sup>19</sup> In the human field, there are now over ten JAK inhibitors approved for medical use.

The experience of human medical specialists is that the best way to compare JAK inhibitors is in head-to-head, real-world studies.<sup>18,19</sup>

In a head-to-head study in real-world dogs, Zenrelia got more itchy dogs back to normal than Apoquel<sup>®</sup>, with a comparable safety profile.<sup>4\*</sup>

### Zenrelia is already changing the treatment landscape around the world

With over half a million dogs treated so far, Zenrelia is trusted by vets and owners across the world.<sup>20</sup> Vets have experienced success in both newly itchy dogs, and their existing troublesome cases. Below are two examples from the United States, where Zenrelia has now been available for over one year.

#### CASE STUDY

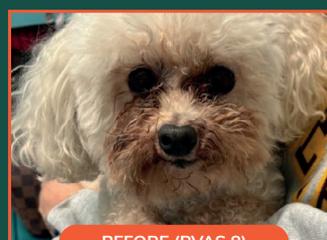
#### Getting Karen back to normal

**History:** Karen, a female neutered Toy Poodle, showed severe pruritus, ocular discharge, and saliva staining on paws, forelimbs, and mouth. She was more irritable than usual and her owner was concerned about her quality of life.

**Owner's Goal:** To control Karen's itching and improve her quality of life.

**Treatment:** Once-daily dosing of Zenrelia was initiated to control pruritus.

**Outcome:** At Day 29, Karen had a level of pruritus equivalent to a 'normal dog' and she was in a much better mood. Karen is continuing Zenrelia as the primary treatment to control pruritus.



BEFORE (PVAS 8)



AFTER (PVAS 1)

#### CASE STUDY

#### Year-round itch relief for Maze

**History:** Maze, a male neutered Staffordshire Bull Terrier, had year-round pruritus with incomplete responses to previous treatment with Apoquel<sup>®</sup>, topical steroids and antihistamines. He also presented with epidermal collarettes, alopecia and erythema.

**Owner's Goal:** Provide treatment to manage Maze's symptoms and provide year round relief.

**Treatment:** Once-daily Zenrelia to control pruritus, along with antibiotics and medicated shampoos/creams.

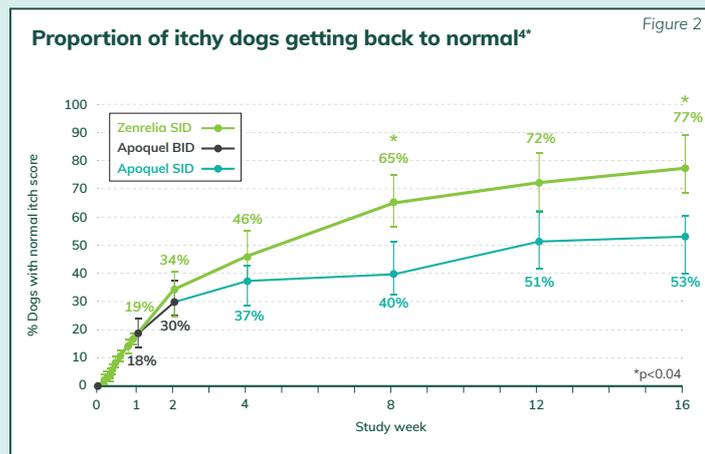
**Outcome:** By Day 11, Maze's pruritus had significantly decreased to the level of a 'normal' dog. His lesions had completely resolved, and lichenification improved. Maze will continue Zenrelia, while finishing his antibiotics and using topical therapies as needed.



BEFORE (PVAS 10)



AFTER (PVAS 0)



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\*77% of dogs treated with Zenrelia achieved PVAS <2 by Day 112 compared to 53% of dogs treated with Apoquel<sup>®</sup>.

A 'normal' itch score is considered to be comparable to that of a healthy, non-allergic dog (PVAS <2).<sup>4</sup>

\*\* Based on PVAS scores over first 14d of treatment<sup>4</sup>

\*\* Based on Zenrelia use over a six-month period<sup>13</sup>

† Based on Zenrelia use over a four-month period<sup>4</sup>

† 79% of owners expect a PVAS of 0-1.9<sup>2</sup>

†† Refer to the Zenrelia Summary of Product Characteristics Section 3.8 for more information<sup>12</sup>

† Multiple JAK enzymes are involved in itch and inflammation, in particular JAK1, JAK2 & TYK2.<sup>15,16</sup> Potency reflects how effective a JAK inhibitor is at competing for the binding site of a particular JAK enzyme *in vitro*.<sup>17</sup>

Zenrelia<sup>™</sup> film coated tablets contain ilonocitinib. Legal category POM-V in UK, POM in IE. For further information call Elanco Animal Health on +44(0)1256 353131 or write to: Elanco UK AH Limited, Form 2, Bartley Way, Bartley Wood Business Park, Hook, RG27 9XA, United Kingdom. For further information, consult the product SPC.

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