

Dog before treatment with Genesis
Day 0



Dog after treatment with Genesis
Day 28



Photographs courtesy of Russell Muse, DVM, Diplomate, ACVD
Animal Dermatology Clinic
Tustin, CA.

NADA 141-210, Approved by FDA

Genesis[®]

TOPICAL SPRAY

Solution of 0.015% triamcinolone acetonide

FOR TOPICAL USE IN DOGS ONLY

CAUTION: Federal law (USA) restricts this drug to use by or on the order of a licensed veterinarian.

INDICATIONS: Genesis Topical Spray is indicated for the control of pruritus associated with allergic dermatitis in dogs.

WARNINGS: User Safety: Wear gloves when applying the product. Spray in a well ventilated area. If the spray causes irritation to mucous membranes, discontinue use. **Keep this and all drugs out of reach of children.**

ANIMAL SAFETY: Clinical and experimental data have demonstrated that corticosteroids administered orally or by injection to animals may induce the first stage of parturition if used during the last trimester of pregnancy and may precipitate premature parturition followed by dystocia, fetal death, retained placenta, and metritis. Additionally, corticosteroids administered to dogs, rabbits, and rodents during pregnancy have resulted in cleft palates in offspring. Corticosteroids administered to dogs during pregnancy have also resulted in other congenital anomalies including deformed forelegs, phocomelia, and anasarca.

PRECAUTIONS: The safety of this product for dogs less than eight pounds or for dogs less than one year of age has not been evaluated. The safety of this product in breeding, pregnant or lactating dogs has not been evaluated (see **WARNINGS**). The safety of long term or repeated use of this product (greater than 28 days) has not been evaluated. Prolonged use or overdosage of any corticosteroid may produce adverse effects. Because absorption of triamcinolone acetonide through topical application on the skin and by licking may occur, dogs receiving triamcinolone acetonide therapy should be observed closely for evidence of hypothalamic-pituitary-adrenal (HPA) axis suppression. When the product was applied at approximately 6 times the maximum allowable dose (100mL) once daily to normal skin of two dogs for five days, plasma cortisol levels were decreased after the first treatment and response to ACTH was reduced. If adverse clinical signs are observed, treatment should be discontinued. Once the signs have disappeared, treatment can be resumed at a lower dose or frequency of application. If hypersensitivity to the product occurs, treatment should be discontinued and appropriate therapy instituted. In the presence of dermatological infections, use of an appropriate antifungal or antibacterial agent should be instituted. If a favorable response does not occur promptly, the corticosteroid should be discontinued until the infection has been adequately controlled.

ADVERSE REACTIONS: In a field study with Genesis Topical Spray, polyuria was reported in 3 of 57 dogs (5.3%) and polyphagia in 1 of 57 dogs (1.8%). Mild (within reference range) decreases in total leukocyte, lymphocyte and eosinophil counts were also reported. The following local reactions were reported in \leq 3.6% of 110 dogs treated with Genesis Topical Spray or the product vehicle: aversion/discomfort, sneezing and watery eyes.

For technical information or to report adverse reactions, please call 1-800-338-3659.

For more information about our
products for pets call us:

1-800-338-3659

Or visit us on the web at:

www.virbacderm.com

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Treating Your Itchy Dog



Reach for Genesis[®] First!



Your Itchy Dog

Your dog is scratching or licking constantly. The scratching or licking is keeping you and your dog up at night. You take him to your veterinarian. Your veterinarian's diagnosis: allergies. Yes, your dog can have allergies too. Many things can contribute to your dog's allergies such as: food, pollen, dust, and fleas. The most important thing to understand is that allergies cannot be cured. Allergies can be managed with a multi-treatment approach. Your veterinarian may prescribe medicated shampoos, steroids, essential fatty acids and allergy injections to relieve your pet's discomfort and reduce the symptoms.

While humans tend to display allergies as "hay fever", pets display allergies as itchiness. The itch is caused when the body reacts negatively to an allergen invading the skin. Shampooing the allergens off of your pet's hair coat should be the first step towards reducing your pet's itchiness. Your veterinarian may prescribe a medicated shampoo such as Allermyl® Shampoo which moisturizes and cleans the skin and hair coat. Essential fatty acids, such as Omegaderm®, may be prescribed to add necessary nutrients into the skin to help it repair itself and reduce inflammation. Finally, topical steroids, such as Genesis® Topical Spray, may also be prescribed to reduce the inflammation of the affected areas.

Genesis Benefits

Steroid use is common to help manage symptoms of allergic dermatitis because steroids reduce inflammation and redness. However, when oral steroids are given on a long-term basis, adverse reactions such as Cushing's Disease can occur. Genesis is applied directly to the affected skin surface, rather than a swallowed pill. Genesis has been clinically shown to reduce clinical signs of allergic dermatitis.

How To Use Genesis

Genesis has been prescribed to help control the itchiness associated with your pet's allergies. It is important to listen to your veterinarian's instructions and read the product label. A few guidelines to follow include:

1. Wash allergens off your dog before applying Genesis. A mild shampoo such as Allermyl (see photo next page) may be recommended by your veterinarian. Allow pet to thoroughly dry prior to applying Genesis.
2. Always wear gloves when applying Genesis to your dog. Spray in a well ventilated area. Wash the product off if you accidentally get Genesis on your skin.
3. Spray affected areas evenly, paying attention to spray directly on skin, but without run off (separate long hair to expose skin surface).
4. Avoid spraying the nose, mouth and eyes of your pet.
5. Discontinue use if spray causes irritation to your pet's eyes, nose, or mouth.
6. Do not overspray. Even though Genesis is topical, you can use too much. Always follow your veterinarian's spraying instructions.
7. Keep this and all drugs out of reach of children.

Genesis should be administered twice daily for seven days, once daily for the next seven days, then every other day for an additional 14 days (28 days total).

Please use the following chart to keep track of your pet's dosage regimen, by checking the appropriate box after each administration.

	Days						
	1 am.	2 am.	3 am.	4 am.	5 am.	6 am.	7 am.
Twice Daily	1 pm.	2 pm.	3 pm.	4 pm.	5 pm.	6 pm.	7 pm.
Once Daily	8	9	10	11	12	13	14
Every Other Day	15	16	17	18	19	20	21
Every Other Day	22	23	24	25	26	27	28



FAQ (Frequently Asked Questions)

Q. Why do I need to wear gloves while applying Genesis?

A. As with any topical steroid, there can be some absorption through the skin.

Q. When is it safe to touch my dog after Genesis has been applied?

A. Allow Genesis to dry before petting your dog without gloves. The drying time is approximately 15 minutes. However, this time can vary depending on how much Genesis was sprayed, the dog's skin condition, thickness of hair coat, and the climate of the area in which you live.

Q. I am pregnant. Is it safe for me to spray my dog with Genesis?

A. Pregnant women should not handle Genesis.

Q. When can I bathe my dog after applying Genesis?

A. It is recommended to wait at least 24 hours after applying Genesis to bathe your pet.

Q. Is it OK if my dog licks Genesis off his skin?

A. It is recommended you keep your dog entertained while Genesis is drying (playing catch, applying right before a meal, giving him a toy, etc...) to keep him from licking off Genesis.

Q. After the 28-day cycle is completed, can I still use Genesis once in a while?

A. After the 28 day cycle is complete, you should consult with your veterinarian to determine the next course of action for your pet.