ITCHOLOGY™ FOR iPhone REVIEW GUIDE

Itchology allows pet parents to contribute to their dog's skin care as never before

Developed by specialists in veterinary dermatology
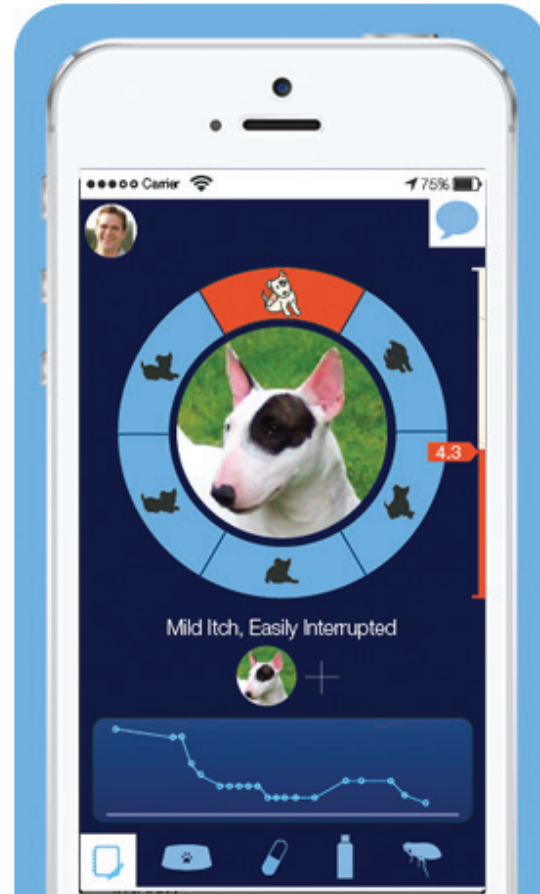
Requires: iOS8 Price: $4.99

itchology™

Itchology 101

Did you know that an estimated 8.2 million dogs suffer from short and long-term allergic skin conditions? Did you know that itch is the number one reason why dogs are taken to the veterinarian?

Itchology is the first health app created to help people care for itchy dogs. Itchology was developed by veterinary dermatologists so that people can easily track their dog's itch level, follow treatment recommendations, and gain valuable insight about their pet's health. Itchology is available for iPhone.

Veterinarians count on pet owners to provide information about their dog's itching, but the details and chronology are difficult for people to recall. Itchology makes collecting valuable information about a dog's itch level, treatment, and local weather fun and easy.

In the coming months, Pet Health Apps will re-launch itchology.com where the Itch Report™ for a pet can be viewed by their veterinarian in a web browser.

Itchology Features

Set up a pet caretaker profile. Add your information and access the Privacy Policy. You will receive an email to verify your account.

Create profiles for multiple dogs. Tap the itchology mascot to add pet info and your favorite pic. Tap '+' to add additional pets. Easily share a profile with your veterinarian, spouse, or pet sitter.

Record daily itch level. Accurately score itchiness from 0.0 to 10.0 with a slider coupled to behavioral descriptions that are adapted from a validated scale. Alternatively, select the mascot image on the wheel that corresponds to one of six levels of itching. The last value set for the day is saved to your dog's profile.

Add food, medications, grooming products, and flea exposure to the journal. Itchology is pre-loaded with hundreds of products used to treat itchy dogs. If two users add a missing product to their journal, itchology updates the corresponding list. After adding a medication, tap '+' in the journal to add a reminder notification using a flexible combination of frequency (hours, days, weeks, months) and interval. Within the journal you can review previous days, delete entries (left swipe), or add entries.

Connect with other itchology users. Watching your dog suffer from allergies and itch can be frustrating. Share stories and get support from a community of the most dedicated dog owners. Wondering what other users are saying about a specific topic? Use the keyword search to narrow down the list of posts.

Correlate your pet's itch level with pollen, weather, and the items that you've been tracking. Itchology imports pollen and weather data for your location (where available). After tracking itch level and other items for several days, tap on the graph on the home screen. Tap 'Metrics' to select the items that you want to graph and view. Tap 'Done' and you will be able to scroll graphs into position under the Itch Level graph. Look for correlations between itch level and other tracked items. When enough data has been entered, itchology performs a statistical analysis and reports any 'moderate' or 'strong' correlations with your dog's itch level.

Itchology FAQs

How much does Itchology cost? Itchology for iPhone costs $4.99. Once fully developed, itchology.com will allow veterinarians (or others with whom a pet profile has been shared) to view and print Itch Report graphs for free.

Shouldn't pet owners be taking their dog to a veterinarian for an itching problem? Absolutely! Itchology was developed by veterinary dermatologists who recognize that people need a better way to communicate the details surrounding their pets' itchiness. Itchology enables pet owners to provide veterinarians with the detail they need to best help itchy pets.

What does a strong correlation tell us? A strong correlation does not prove a cause-effect relationship, but can help direct one's attention to a possible cause or an effective treatment.

Useful Links

Itchology for iPhone: http://appstore.com/apps/itchology

Itchology Website: www.itchology.com

Itchology on Facebook: www.facebook.com/itchology

Itchology on Twitter: www.twitter.com/itchology

Pet Health Apps Company Page: www.pet-health-apps.com

Questions?
If you have any questions about Itchology for iPhone, please contact Dr. Jon Plant, President, Pet Health Apps at jon.plant@pet-health-apps.com.

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App Store

www.itchology.com

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