

A man with dark hair and a beard, wearing a light-colored t-shirt, is smiling and hugging a fluffy, light-colored dog. The background is a blurred green hedge.

befrena™

Where lasting itch relief begins

Make best friends better

Long-lasting, fast-acting
relief for allergic itch.

Elanco

Help your best friend feel like their best self

Stop the itch signal where it starts

Working in a similar way to the dog's immune system, Befrena targets and neutralizes IL-31, a specific protein involved in sending itch signals to the brain.

This unique solution, administered as an **in-clinic injection**, effectively stops the signal that creates the itch response, breaking the dog's itch-scratch cycle.



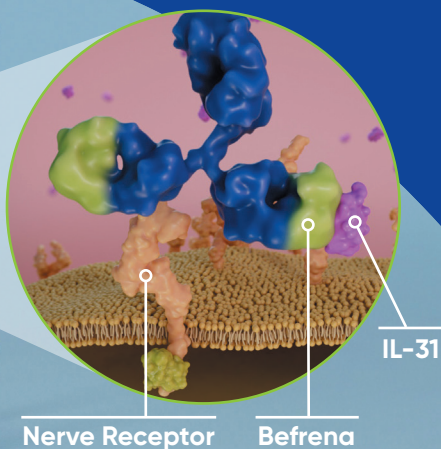
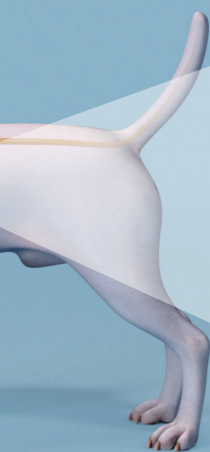
Befrena binds to a unique and lengthy sequence on the IL-31 cytokine, which stops itch at the source and keeps the itch sensation from reaching the spinal cord and brain.



Fast-acting

Starts to relieve itch in 24 hours

Administered at your veterinarian's office, Befrena is delivered in a fast-acting injection – providing **itch relief** that helps best friends get back to what they do best.





Long-lasting



Sustained itch relief

Each Befrena injection provides lasting itch relief for at least **6 weeks**.

Demonstrated safe

There is no age or weight restriction for Befrena. In a clinical trial, Befrena's safety profile was similar to placebo.

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Where lasting itch relief begins



Itchy skin coming between you and your bestie?



Your dog may have allergic itch

Canine allergic skin disease (or dermatitis) is a common condition that triggers itch in dogs.

Causes range from food and fleas to environmental allergens, with signs that include licking, chewing, rubbing, and scratching.^{1,2} Left untreated, these behaviors can damage your dog's skin – putting them at greater risk for infections and increased inflammation or hot spots.^{1,2}

If itch continues or worsens, it might be time to talk to your vet about a solution that fits your pet's needs and your lifestyle.

Help keep your dog comfortable and happy

Score your dog's itch-level weekly. As soon as the score goes up, call your vet to schedule your next appointment.

9-10	Extreme itching (severe and continuous itching). My dog does not stop itching irrespective of surroundings or commands, and needs to be physically restrained from itching.
7-8	Severe itching (prolonged episodes). Itching disrupts my dog's sleep, eating, play, and exercise. Itching continues even when my dog is distracted.
5-6	Moderate itching (frequent episodes). My dog is itchy periodically through the day, but not when eating, playing, exercising, or being distracted. Itching occurs at night when observed.
3-4	Mild itching (semi-frequent episodes). My dog does not itch when eating, playing, exercising, or being distracted.
1-2	Normal dog. Itching is not a problem for my dog.

ITCHING SEVERITY	WEEKS POST-BEFRENA DOSE							
	1	2	3	4	5	6	7	8
Extreme 10 9								
Severe 8 7								
Moderate 6 5								
Mild 4 3								
Normal 2 1								

INDICATIONS: Befrena has been shown to be effective for the treatment of dogs against allergic dermatitis and canine atopic dermatitis (CAD).

For product questions or to report suspected adverse events, call 1-888-545-5973.

1. Collins B. Atopic Dermatitis. Cornell Richard P. Riney Canine Health Center. <https://www.vet.cornell.edu/departments-centers-and-institutes/riney-canine-health-center/canine-health-topics/atopic-dermatitis-atopy>. Accessed January 15, 2026.

2. Llera R, Hunter T, Ward E. Pruritus: Itching and Scratching in Dogs. VCA Animal Hospitals. <https://vcahospitals.com/know-your-pet/pruritus-itching-and-scratching-in-dogs>. Accessed January 15, 2026.

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