
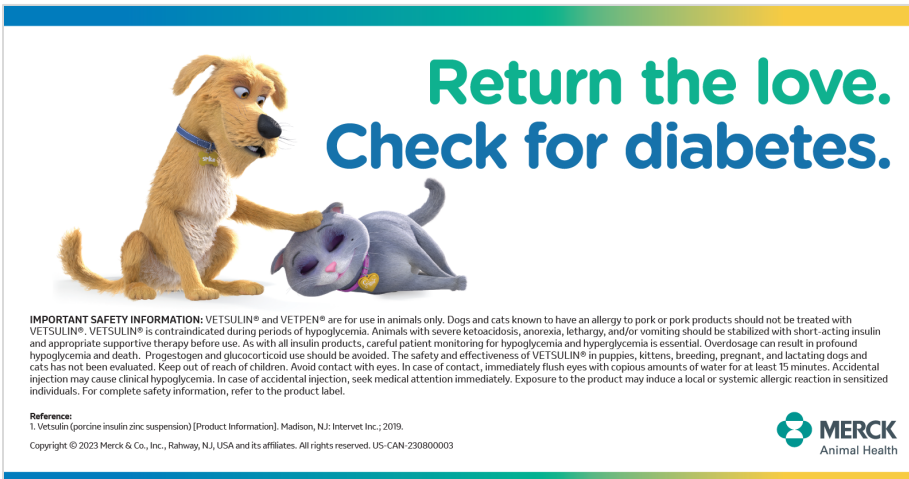



## Vetsulin - Facebook Social Media Guide

Platform	Facebook Post Text	Post
Facebook	<p><b>[Suggested copy]</b> Did you know that your pet may be at risk for diabetes? The fact is, diabetes affects 1 in 300 dogs,<sup>1</sup> and 1 in 230 cats.<sup>2</sup> If your dog or cat is excessively peeing and drinking, schedule an appointment with us. If it's diabetes, we can manage it successfully.<sup>3</sup></p> <p><b>[Link]</b> <a href="https://www.vetsulin.com/">https://www.vetsulin.com/</a></p> <p><b>[Title]</b> Ask for a diagnosis</p> <p><b>[Description]</b> Pet diabetes is prevalent</p>	 <p><b>What are the odds your pet has diabetes?</b></p> <p><b>IMPORTANT SAFETY INFORMATION:</b> VETSULIN® and VETPEN® are for use in animals only. Dogs and cats known to have an allergy to pork or pork products should not be treated with VETSULIN®. VETSULIN® is contraindicated during periods of hypoglycemia. Animals with severe ketoacidosis, anorexia, lethargy, and/or vomiting should be stabilized with short-acting insulin and appropriate supportive therapy before use. As with all insulin products, careful patient monitoring for hypoglycemia and hyperglycemia is essential. Overdosage can result in profound hypoglycemia and death. Progestogen and glucocorticoid use should be avoided. The safety and effectiveness of VETSULIN® in puppies, kittens, breeding, pregnant, and lactating dogs and cats has not been evaluated. Keep out of reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for at least 15 minutes. Accidental injection may cause clinical hypoglycemia. In case of accidental injection, seek medical attention immediately. Exposure to the product may induce a local or systemic allergic reaction in sensitized individuals. For complete safety information, refer to the product label.</p> <p><b>Reference:</b> 1. Canipalle B, Ristic JM, Fleeman LM, Davison LJ. Canine diabetes mellitus; can old dogs teach us new tricks? <i>Diabetologia</i>. 2005;48:1948-1956. 2. McCann TM, Simpson KE, Shaw DJ, et al. The prevalence within an insured cat population and a questionnaire-based putative risk factor analysis. <i>J Feline Med Surg</i>. 2007;9:289-299. 3. Vetsulin (porcine insulin zinc suspension) [Product Information]. Madison, NJ: Intervet Inc.; 2019.</p> <p>Copyright © 2023 Merck &amp; Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. US-CAN-230800003</p> <p><b>MERCK</b> Animal Health</p>
Facebook	<p><b>[Suggested copy]</b> As members of the family, you care about your pets. If they show signs of excessive thirst, urination, and/or weight loss, come for a visit. If it's diabetes, we can manage it together.<sup>1</sup></p> <p><b>[Link]</b> <a href="https://www.vetsulin.com/">https://www.vetsulin.com/</a></p> <p><b>[Title]</b> Bring your pet to the vet</p> <p><b>[Description]</b> Know the signs of diabetes</p>	 <p><b>Return the love. Check for diabetes.</b></p> <p><b>IMPORTANT SAFETY INFORMATION:</b> VETSULIN® and VETPEN® are for use in animals only. Dogs and cats known to have an allergy to pork or pork products should not be treated with VETSULIN®. VETSULIN® is contraindicated during periods of hypoglycemia. Animals with severe ketoacidosis, anorexia, lethargy, and/or vomiting should be stabilized with short-acting insulin and appropriate supportive therapy before use. As with all insulin products, careful patient monitoring for hypoglycemia and hyperglycemia is essential. Overdosage can result in profound hypoglycemia and death. Progestogen and glucocorticoid use should be avoided. The safety and effectiveness of VETSULIN® in puppies, kittens, breeding, pregnant, and lactating dogs and cats has not been evaluated. Keep out of reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for at least 15 minutes. Accidental injection may cause clinical hypoglycemia. In case of accidental injection, seek medical attention immediately. Exposure to the product may induce a local or systemic allergic reaction in sensitized individuals. For complete safety information, refer to the product label.</p> <p><b>Reference:</b> 1. Vetsulin (porcine insulin zinc suspension) [Product Information]. Madison, NJ: Intervet Inc.; 2019.</p> <p>Copyright © 2023 Merck &amp; Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. US-CAN-230800003</p> <p><b>MERCK</b> Animal Health</p>

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Platform	Facebook Post Text	Post
Facebook	<p>[Suggested copy]</p> <p>Not to worry if your dog or cat is diagnosed with diabetes—they can still have a healthy life. We can help you manage pet diabetes successfully with appropriate care and treatment.<sup>1</sup> Ask us how.</p> <p>[Link]</p> <p><a href="https://www.vetsulin.com/">https://www.vetsulin.com/</a></p> <p>[Title]</p> <p>There's help for pet diabetes</p> <p>[Description]</p> <p>Living with pet diabetes</p>	 <p><b>What if your pet has diabetes?</b></p> <p><small><b>IMPORTANT SAFETY INFORMATION:</b> VETSULIN® and VETPEN® are for use in animals only. Dogs and cats known to have an allergy to pork or pork products should not be treated with VETSULIN®. VETSULIN® is contraindicated during periods of hypoglycemia. Animals with severe ketoacidosis, anorexia, lethargy, and/or vomiting should be stabilized with short-acting insulin and appropriate supportive therapy before use. As with all insulin products, careful patient monitoring for hypoglycemia and hyperglycemia is essential. Overdosage can result in profound hypoglycemia and death. Progestogen and glucocorticoid use should be avoided. The safety and effectiveness of VETSULIN® in puppies, kittens, breeding, pregnant, and lactating dogs and cats has not been evaluated. Keep out of reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for at least 15 minutes. Accidental injection may cause clinical hypoglycemia. In case of accidental injection, seek medical attention immediately. Exposure to the product may induce a local or systemic allergic reaction in sensitized individuals. For complete safety information, refer to the product label.</small></p> <p><small><b>Reference:</b> 1. Vetsulin (porcine insulin zinc suspension) [Product Information]. Madison, NJ: Intervet Inc.; 2019. Copyright © 2023 Merck &amp; Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. US-CAN-230800003</small></p> <p><b>MERCK</b> Animal Health</p>