

## Vetsulin - Instagram Social Media Guide

Platform	Instagram Post Text	Post
Instagram	<p>[Suggested copy]</p> <p>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>[Link]  <a href="https://www.vetsulin.com/">https://www.vetsulin.com/</a></p>	<p><b>What are the odds your pet has diabetes?</b></p> <p><small>IMPORTANT SAFETY INFORMATION: VETINSULIN<sup>®</sup> and VETPEN<sup>®</sup> are for use in animals only. Dogs and cats known to have an allergy to pork or pork products should not be treated with VETINSULIN<sup>®</sup>. VETINSULIN<sup>®</sup> is contraindicated during periods of hypoglycemia. Animals with severe renal insufficiency, anorexia, weight-losing syndrome or other conditions should avoid therapy until they are able to tolerate therapy safely. Use all oral insulin products; careful patient monitoring for hypoglycemia and hyperglycemia is essential. Concomitant use may result in profound hypoglycemia and death. Progesterone and glucocorticoid use should be avoided. The safety and effectiveness of VETINSULIN<sup>®</sup> 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>References: 1. Coleman, M. J., et al. Diabetes Mellitus in Dogs. J. Am. Vet. Assoc. 2016; 239(12):1781-1787. 2. Coleman, M. J., et al. Diabetes Mellitus in Cats. J. Am. Vet. Assoc. 2016; 239(12):1788-1794. 3. Merck Animal Health Inc. (Merck &amp; Co., Kenilworth, NJ, USA) website. © 2016 Merck Animal Health. All rights reserved. VCA-CMH-2016-00000000</small></p> <p>MERCK Animal Health</p>
Instagram	<p>[Suggested copy]</p> <p>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>[Link]  <a href="https://www.vetsulin.com/">https://www.vetsulin.com/</a></p>	<p><b>Return the love. Check for diabetes.</b></p> <p><small>IMPORTANT SAFETY INFORMATION: VETINSULIN<sup>®</sup> and VETPEN<sup>®</sup> are for use in animals only. Dogs and cats known to have an allergy to pork or pork products should not be treated with VETINSULIN<sup>®</sup>. VETINSULIN<sup>®</sup> is contraindicated during periods of hypoglycemia. Animals with severe renal insufficiency, anorexia, weight-losing syndrome or other conditions should avoid therapy until they are able to tolerate therapy safely. Use all oral insulin products; careful patient monitoring for hypoglycemia and hyperglycemia is essential. Concomitant use may result in profound hypoglycemia and death. Progesterone and glucocorticoid use should be avoided. The safety and effectiveness of VETINSULIN<sup>®</sup> 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>References: 1. Coleman, M. J., et al. Diabetes Mellitus in Dogs. J. Am. Vet. Assoc. 2016; 239(12):1781-1787. 2. Coleman, M. J., et al. Diabetes Mellitus in Cats. J. Am. Vet. Assoc. 2016; 239(12):1788-1794. 3. Merck Animal Health Inc. (Merck &amp; Co., Kenilworth, NJ, USA) website. © 2016 Merck Animal Health. All rights reserved. VCA-CMH-2016-00000000</small></p> <p>MERCK Animal Health</p>
Instagram	<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]  <a href="https://www.vetsulin.com/">https://www.vetsulin.com/</a></p>	<p><b>What if your pet has diabetes?</b></p> <p><small>IMPORTANT SAFETY INFORMATION: VETINSULIN<sup>®</sup> and VETPEN<sup>®</sup> are for use in animals only. Dogs and cats known to have an allergy to pork or pork products should not be treated with VETINSULIN<sup>®</sup>. VETINSULIN<sup>®</sup> is contraindicated during periods of hypoglycemia. Animals with severe renal insufficiency, anorexia, weight-losing syndrome or other conditions should avoid therapy until they are able to tolerate therapy safely. Use all oral insulin products; careful patient monitoring for hypoglycemia and hyperglycemia is essential. Concomitant use may result in profound hypoglycemia and death. Progesterone and glucocorticoid use should be avoided. The safety and effectiveness of VETINSULIN<sup>®</sup> 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>References: 1. Coleman, M. J., et al. Diabetes Mellitus in Dogs. J. Am. Vet. Assoc. 2016; 239(12):1781-1787. 2. Coleman, M. J., et al. Diabetes Mellitus in Cats. J. Am. Vet. Assoc. 2016; 239(12):1788-1794. 3. Merck Animal Health Inc. (Merck &amp; Co., Kenilworth, NJ, USA) website. © 2016 Merck Animal Health. All rights reserved. VCA-CMH-2016-00000000</small></p> <p>MERCK Animal Health</p>