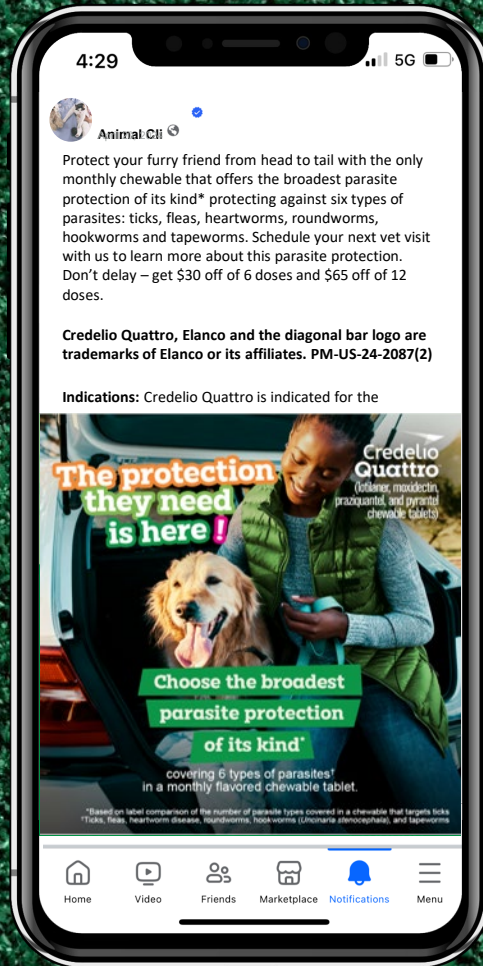


Digital and Social Toolkit

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Credelio Quattro

(lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets)

Elanco

Credelio Quattro™

(lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets)

Digital & Social Toolkit

Social media is a great way to engage with clients outside the walls of your clinic. Share helpful tips about common pet health issues, insights about products and trends, or simply keep pet parents involved in clinic news with fresh content.

This digital and social toolkit contains educational posts about parasite protection and Credelio Quattro that you can share with your clients, letting them know your clinic has their dogs' best interests at heart. The posts below, starting on page 3, contain the words and images you need to get started.

ATTENTION: Do not alter the copy or imagery in any way without prior approval from Elanco.

How to Create a Facebook Post

Using your phone or desktop:

1. Select "Create a post" on your clinic's Facebook page.
2. Copy and paste the provided copy into the space on your new post.
3. Select the "Photo/video" option and attach the provided image.
4. Be sure to add alt text by clicking the ellipsis in the upper right corner of the image.
5. Double-check that all text tagging another account is active; this is indicated by a light blue highlight over the top of the tagged name.
6. Copy and paste the provided copy into your new post and hit "Publish." Hashtags are not necessary on Facebook.

How to create an Instagram Post

Using your phone or desktop:

1. Select the "+" button at the bottom of the mobile app or select "+ Create" from the left-side navigation on your desktop to create a post on your clinic's Instagram page.
2. Choose the selected image for the post; do not apply a filter, and proceed to the caption. To add alt text to the image, select "advanced settings" at the bottom of the screen before posting for greater accessibility.

3. Copy and paste the provided copy into your new post and hit "Share."
4. To maximize character count, hashtags should be entered into the first comment of the Instagram post and NOT the copy.

PLEASE INCLUDE THE IMPORTANT SAFETY AND LEGAL INDICATIONS IN THE COPY OF ALL POSTS, INCLUDING LINKS AND TAGS. THIS INFORMATION SHOULD COME AFTER THE SUGGESTED POST COPY AND ANY INSTAGRAM HASHTAGS.

NOTE ON PRODUCT COMPLAINTS: If you receive comments on posts with a product complaint, alert Elanco by contacting us at 1-888-545-5973. If you do not want to monitor discussion, you can turn off comments for the provided posts.

TEXT & IMAGE ASSETS: Images can be found within the zipped folder provided for download.

DOWNLOAD

1

Introduction



Facebook Copy with Rebate

Protect your furry friend from head to tail with the only monthly chewable that offers the broadest parasite protection of its kind* against six types of parasites: ticks, fleas, heartworms, roundworms, hookworms and 3 species of tapeworms. Schedule your next vet visit with us to learn more about this parasite protection. Don't delay – get \$30 off of 6 doses and \$65 off of 12 doses.

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Indications: Credelio Quattro is indicated for the prevention of heartworm disease and the treatment and control of roundworm, hookworm, and tapeworm infections. Credelio Quattro kills adult fleas and is indicated for the treatment and prevention of flea infestations and the treatment and control of tick infestations for 1 month in dogs and puppies 8 weeks of age and older and weighing 3.3 pounds or greater. Credelio Quattro is indicated for the prevention of Lyme disease infections as a direct result of killing black-legged ticks.

Important Safety Information: Lotilaner, an ingredient in Credelio Quattro, belongs to the isoxazoline class and has been associated with neurologic adverse reactions like tremors, incoordination, and seizures even in dogs without a history of seizures. Use with caution in dogs with a history of seizures or neurologic disorders. Dogs should be tested for existing heartworm infections before Credelio Quattro administration as it is not effective against adult heartworms. The safe use in breeding, pregnant, or lactating dogs has not been evaluated. The most frequently reported adverse reactions in clinical trials were vomiting and diarrhea. For complete safety information, please see the Credelio Quattro product label or ask your veterinarian.

*Based on label comparison of the number of parasite types covered in a chewable that targets ticks. Applies throughout.

Facebook & Instagram Copy without Rebate

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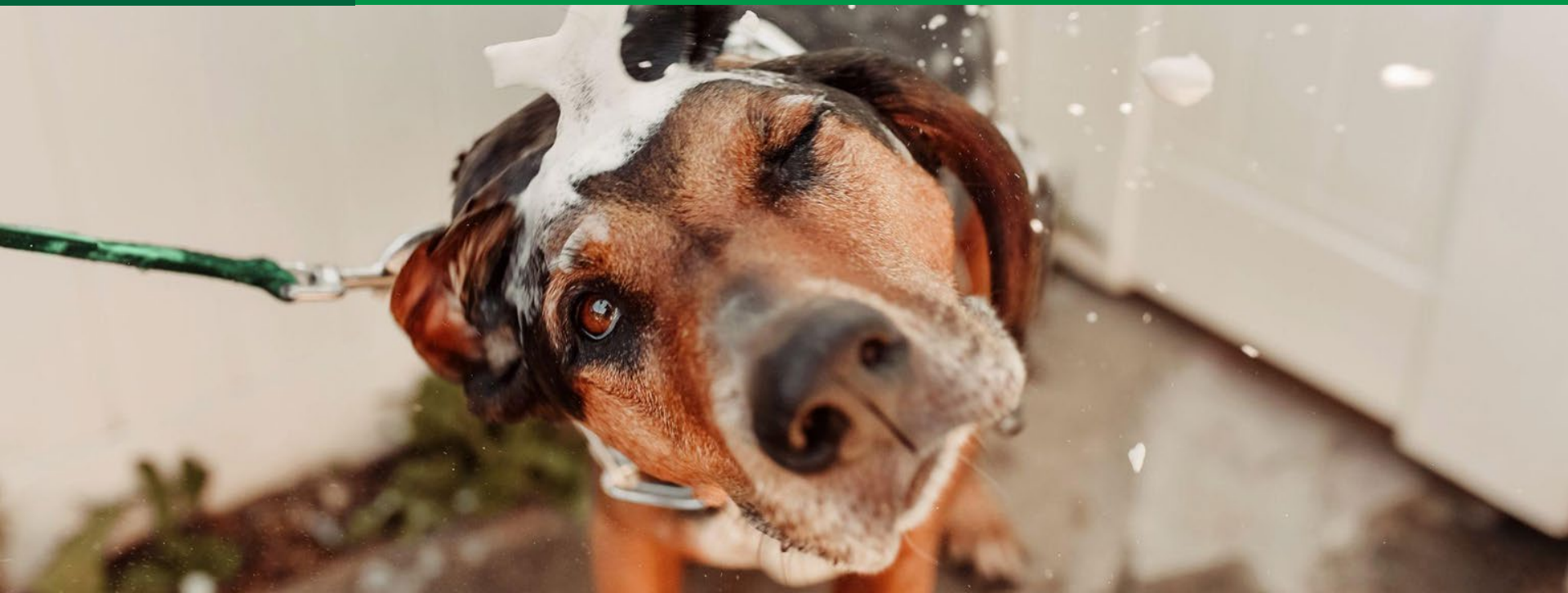
Facebook & Instagram Image



Post1_Introduction

2

Tasty Chewable



Facebook Copy with Rebate

Year-round parasite protection that's easy to give, and made for even the most sensitive dogs. Credelio Quattro™ (lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets) offers the broadest parasite protection of its kind* covering 6 types of parasites** in one monthly chewable. Schedule your next vet visit with us to learn more about this parasite protection. Don't delay – get \$30 off of 6 doses and \$65 off of 12 doses.

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* Based on label comparison of the number of parasite types covered in a chewable that targets ticks

**Ticks, fleas, heartworm disease, roundworms, hookworms, and 3 species of tapeworms

Facebook & Instagram Copy without Rebate

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**Ticks, fleas, heartworm disease, roundworms, hookworms, and 3 species of tapeworms

Facebook & Instagram Image



Post2_TastyChewable

3

Faster is Better



Facebook Copy with Rebate

When it comes to killing ticks, faster is always better. One of the four active ingredients found in Credelio Quattro, lotilaner, was found to kill ticks* faster than¹ as sarolaner in Simparica Trio[®] and afoxolaner in NexGard[®].¹ Fast protection for your dog, and peace of mind for you. Schedule your next vet visit with us to learn more about this parasite protection. Don't delay – get \$30 off of 6 doses and \$65 off of 12 doses.

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**Amblyomma americanum* (lone star tick)

¹Based on the time to statistical significance vs. control in a single study

¹Reif KE. et al 2017. "Comparative speed of kill provided by lotilaner (Credelio™), sarolaner (Simparica Trio®), and afoxolaner (NexGard®) to control *Amblyomma americanum* infestations on dogs." Parasite Vectors. 2024 Jul 20;17(1):313.

Facebook & Instagram Copy without Rebate

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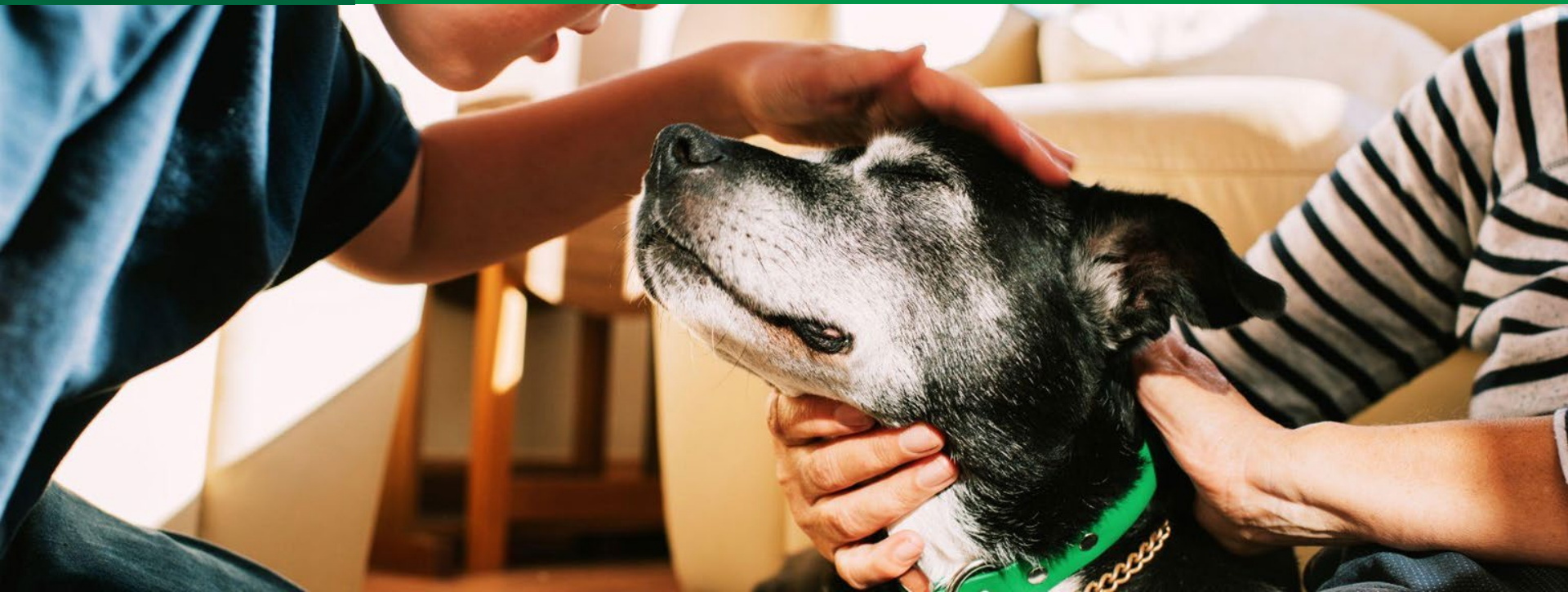
Facebook & Instagram Image



Post3_FasterIsBetter

4

Year-Round Protection



Facebook Copy with Rebate

No matter the season, your dog needs parasite protection! Credelio Quattro™ (lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets) provides the broadest parasite protection of its kind* - covering ticks, fleas, heartworm disease, hookworms, roundworms, and 3 species of tapeworms in one monthly chewable. Schedule your next vet visit with us to learn more about this parasite protection. Don't delay – get \$30 off of 6 doses and \$65 off of 12 doses.

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* Based on label comparison of the number of parasite types covered in a chewable that targets ticks.

Facebook & Instagram Copy without Rebate

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Facebook & Instagram Image



Post4_YearRoundProtection

5

Rebate



Facebook Copy

Save on the broadest parasite protection of its kind* covering 6 types of parasites** in one monthly chewable. With Credelio Quattro™ (lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets) you can protect your dog from parasites while saving (did someone say a bigger treat budget?). Schedule your next vet visit with us to learn more about this parasite protection. Don't delay – get \$30 off of 6 doses and \$65 off of 12 doses.

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**Ticks, fleas, heartworm disease, roundworms, hookworms, and 3 species of tapeworms

Instagram Copy

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Facebook & Instagram Image



Post5_Rebate