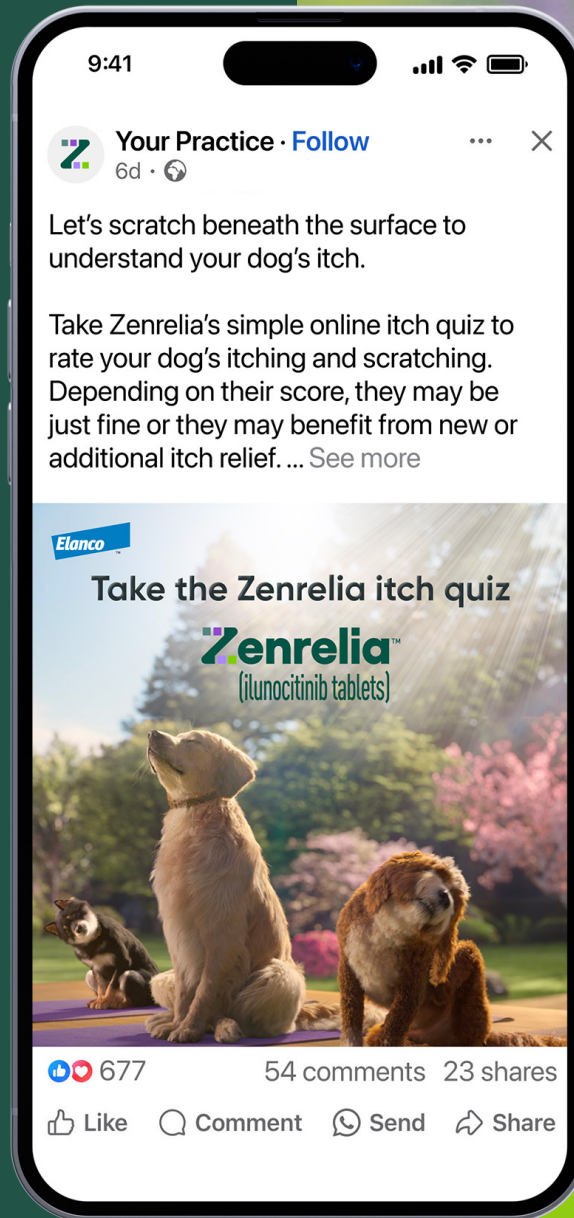




Zenrelia Digital and Social Toolkit



Zenrelia

Digital and Social Toolkit

Social media provides the perfect platform to engage with clients outside your clinic. Add value to the already great service your clinic provides by sharing content about common pet health challenges and how to tackle them.

This digital and social toolkit contains engaging educational posts about canine atopic dermatitis and Zenrelia 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.
5. Once you have posted your image to Instagram, paste the following hashtags as a comment under your caption and hit **“Post.”** To ensure these hashtags stay at the top of the comment section, swipe left on the comment and select the pin icon.

PLEASE INCLUDE THE IMPORTANT SAFETY AND LEGAL INFORMATION 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

Announcing Zenrelia



Facebook post copy

Don't let allergic itch disrupt your dog's Zen.

Ask us about Zenrelia, the NEW once-daily treatment that gets your dog back to doing whatever it is they love.¹

If you're concerned that your canine companion may be suffering from allergic itch, contact us today to discover more about Zenrelia.

INDICATIONS

Zenrelia™ is a prescription medication used to control itching and inflammation associated with skin allergies for dogs over 12 months of age.

IMPORTANT SAFETY INFORMATION

See package insert including the Boxed Warning. For full prescribing information speak with your veterinarian, call 1-888-545-5973 or visit www.elancolabels.com/us/zenrelia.

WARNING: VACCINE-INDUCED DISEASE AND INADEQUATE IMMUNE RESPONSE TO VACCINES.
Based on results of the vaccine response study, dogs

receiving Zenrelia are at risk of fatal vaccine-induced disease and inadequate immune response to vaccines. Dogs should not take Zenrelia for a time period before and after vaccination. Discuss your dog's vaccine schedule with your veterinarian. Dogs should be up to date on vaccinations prior to starting Zenrelia. Do not use in dogs less than 12 months old or dogs with a serious infection. Dogs should be monitored for the development of infections because Zenrelia may increase the chances of developing an infection. Neoplastic conditions (benign and malignant) were observed during clinical studies. The most common side effects were vomiting, diarrhea and tiredness. Zenrelia has not been tested in dogs used for breeding, pregnant, or lactating dogs and has not been evaluated in combination with glucocorticoids, cyclosporine, or other immune suppressive drugs.

1. Elanco Animal Health. Data on File.

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Facebook post image



Post_1_Facebook_Announce



Instagram post copy

If your dog has lost their Zen, it may be allergic itch.

Zenrelia is a once-daily treatment that relieves allergic itch in dogs.¹ It's fast acting, so you'll notice visible improvements from day one.¹

We highly recommend it – as do other vets and dog owners.¹ See their stories in our bio.

INDICATIONS

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Instagram post image



Post_1_Instagram_Announce



2

Considering Zenrelia



Facebook post copy

There's a NEW allergic itch treatment and it's helping dogs reach for Zen.

A once-daily dose of Zenrelia™ can relieve your dog's allergic itch.¹ We recommend it because it's fast acting, so you'll notice visible improvements from day one.¹

Contact us today to discuss your dog's allergic itch and how Zenrelia could help.

INDICATIONS

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Facebook post image



Post_2_Facebook_Consider



Instagram post copy

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Instagram post image



Post_2_Instagram_Consider

3

Itch quiz



Facebook post copy

Let's scratch beneath the surface to understand your dog's itch.

Take Zenrelia's simple online itch quiz to rate your dog's itching and scratching. Depending on their score, they may be just fine or they may benefit from new or additional itch relief.

Zenrelia is the NEW once-daily allergic itch relief that starts working from day one.¹

Take the quiz now.

<https://yourpetandyou.elanco.com/us/campaign/zenrelia#quiz>

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Facebook post image



Post_3_Facebook_Itchquiz



Instagram post copy

Let's finally get to the root of your dog's scratching.

Take Zenrelia's simple online itch quiz.

Zenrelia is the NEW once-daily allergic itch relief that starts working from day one.¹

Take the quiz now by clicking the link in our bio.

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Instagram post image



Post_3_Instagram_Itchquiz



4

Signs and symptoms



Facebook post copy

Your dog might be suffering from allergic itch if you see:

- 🐕 Increased licking or chewing
- 🐕 Increased rubbing or scratching
- 🐕 Red, inflamed, or thickened patches
- 🐕 Patches that are losing hair

Zenrelia™ could be the right treatment. It's highly rated by dog owners and vets.¹ Zenrelia is fast acting, providing visible improvements from day one – all from the first dose.¹

Contact us today to discuss how Zenrelia could help your dog get back to normal.¹

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Facebook post image



Post_4_Facebook_Signs

Instagram post copy

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Instagram post image



Post_4_Instagram_Signs

5

Itch tracker



Facebook post copy

Let's help your dog reach for Zen.

With Zenrelia™ you can keep track of your dog's itching and treatment progress using the itch tracker.

Download the tracker, then share the results with us during your next visit – it'll help give us a better understanding of your dog's allergic itch.

Get the itch tracker:

<https://bit.ly/ItchTracker>

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Facebook post image



Post_5_Facebook_ItchTracker

Instagram post copy

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Instagram post image



Post_5_Instagram_ItchTracker

6

Rebate



Facebook post copy

Turns out you can put a price on Zen...

- ✔ Works fast – visible improvements within one day¹
- ✔ Convenient – once-daily dosing, given from the comfort of home
- ✔ Cost-effective* – your dog only needs one dose a day, regardless of the duration of therapy

Don't delay. Claim your rebate today using the code ZEN2024.

<https://yourpetandyou.elanco.com/us/login?returnUrl=/us/rebates?code=ZEN2024>

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*At label dose, the average price for a monthly supply of Zenrelia is less than Apoquel®. Cost may vary depending on dog weight. [2024 Zoetis Petcare Products Veterinary Price List vs. 2024 Elanco Zenrelia Veterinary List Price].

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Facebook post image



Post_6_Facebook_Rebate

Instagram post copy

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Instagram post image



Post_6_Instagram_Rebate



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**Zenrelia**[™]
(ilunocitinib tablets)