

We know you are always looking for the best care for your feline patients, like prescribing Bexacat for diabetes treatment. This social toolkit contains engaging educational posts about feline diabetes and Bexacat that you can share with your clients, letting them know you have their cats' best interests at heart.

To use the posts below, follow these simple, step-by-step instructions to upload images and text. The tables below (starting on Page 2) contain the copy and image name for each post.

ATTENTION: Do not alter these posts in any way without prior approval from Elanco.

HOW TO CREATE A FACEBOOK POST: Using your phone or desktop, select "Create a post" on your clinic's Facebook page. Next, copy and paste the provided copy into the space on your new post. Then select the "Photo/video" option and attach the provided image. Be sure to add alt text by clicking the ellipsis in the upper right corner of the image. 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. 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: 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. 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. Copy and paste the provided copy into your new post and hit "Share."

To maximize character count, all recommended hashtags should be entered into the first comment of the Instagram post and **NOT** the copy. 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.

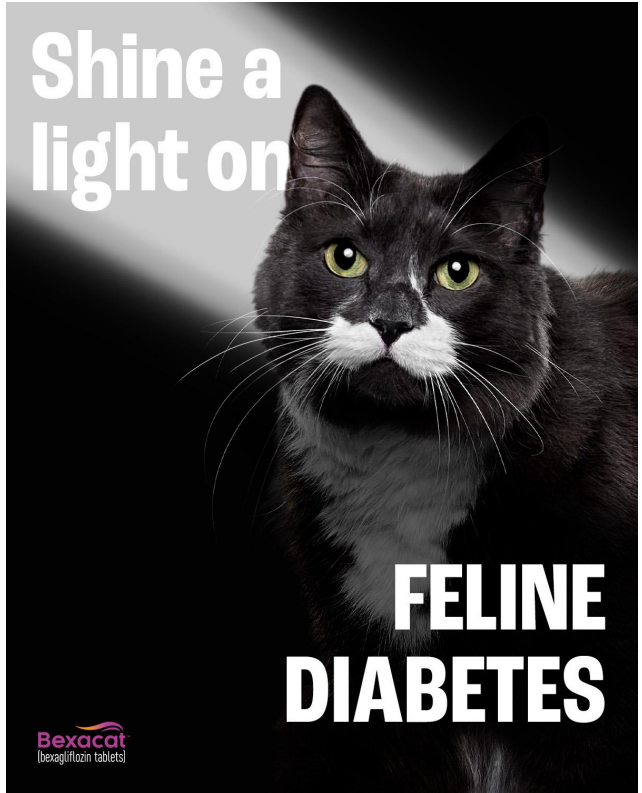
Recommended hashtags to paste as a comment under each post:

#FelineDiabetes #FelineDiabetesAwareness #CatDiabetes #DiabetesInCats #FelineHealth
#DiabeticCatsOfInstagram #DiabeticCat

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 800-255-6826. 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.

Facebook Post Number	Facebook Post Copy	Facebook Post Image
<p>Post 1: Diabetes diagnosis</p>	<p>Hypothetical: Your cat has just been diagnosed with diabetes. 🐱🐱🐱 What do you do? First of all, don't be frightened! It may seem scary, but we want to help shed some light on diabetes care. With proper treatment, your cat can still live a good life.</p> <p>Like in humans, diabetes occurs when too much sugar accumulates in your cat's blood. It can become worse over time. That's why it's important to pay attention to the warning signs:</p> <ul style="list-style-type: none"> 🐱 Increased thirst 🐱 Increased urination 🐱 Increased appetite 🐱 Weight loss <p>What happens next? We'll want to start your cat on a treatment to regulate their blood sugar. Typically, this has meant twice-daily insulin injections, but for newly diagnosed cats there is a different option called Bexacat™ (bexagliflozin tablets). It's a needle-free, once-a-day flavored tablet!</p> <p>Just know when it comes to your cat's health, we always have them top of mind. Please feel free to reach out if you want to learn more about feline diabetes or Bexacat. We're here to help!</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: https://bit.ly/3lc7ADK</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which</p>	 <p>Image Name: Diabetes diagnosis</p>


may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is associated with an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis and death. Sudden onset of hyporexia/anorexia, lethargy, dehydration, diarrhea that is unresponsive to conventional therapy, or weight loss in cats receiving Bexacat should prompt immediate discontinuation of Bexacat and assessment for diabetic ketoacidosis, regardless of blood glucose level. Bexacat should not be initiated in cats with pancreatitis, anorexia, dehydration, or lethargy at the time of diagnosis of diabetes mellitus, as it may indicate the presence of other concurrent disease and increase the risk of diabetic ketoacidosis. Due to risk of severe adverse reactions, do not use Bexacat in cats with evidence of hepatic disease or reduced renal function. Consult a physician in case of accidental ingestion by humans.

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Facebook Post Number	Facebook Post Copy	Facebook Post Image
<p>Post 2: Diabetes treatment</p>	<p>A new feline diabetes diagnosis means quite a few changes for you and your cat ... a new routine and a few new responsibilities. In the past, this always meant twice-daily insulin injections too. But for some cats, there is a different way with Bexacat™ (bexagliflozin tablets).</p> <p>Now for the big question: Is your cat a “Bexacat”? This once-daily flavored tablet can make diabetes management simpler, but cats qualify only if they:</p> <ul style="list-style-type: none"> ✓ Have not had insulin treatment ✓ Are healthy outside of having diabetes ✓ Are eating and drinking normally ✓ Show no evidence of significant liver or kidney disease, pancreatitis or diabetic ketoacidosis <p>Your cat’s health is our priority. If you’re concerned your cat may be developing diabetes, we’ve got you! We’ll make sure to help you and your furry friend get on an appropriate treatment plan. They might even become a “Bexacat.”</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: https://bit.ly/3lc7ADK</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin,</p>	 <p>Image Name: Diabetes treatment</p>


who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is associated with an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis and death. Sudden onset of hyporexia/anorexia, lethargy, dehydration, diarrhea that is unresponsive to conventional therapy, or weight loss in cats receiving Bexacat should prompt immediate discontinuation of Bexacat and assessment for diabetic ketoacidosis, regardless of blood glucose level. Bexacat should not be initiated in cats with pancreatitis, anorexia, dehydration, or lethargy at the time of diagnosis of diabetes mellitus, as it may indicate the presence of other concurrent disease and increase the risk of diabetic ketoacidosis. Due to risk of severe adverse reactions, do not use Bexacat in cats with evidence of hepatic disease or reduced renal function. Consult a physician in case of accidental ingestion by humans.

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Facebook Post Number	Facebook Post Copy	Facebook Post Image
<p>Post 3: Convenience</p>	<p>Treating diabetic cats with insulin can be a full-time job. It's very manageable, but some may find it inconvenient. It requires up to twice-daily injections and careful storage and handling. Often, frequent changes to the dose of insulin are needed, especially right after starting treatment.</p> <p>We thought you'd be interested to know about an exciting and more convenient diabetes treatment we have at our clinic. For newly diagnosed diabetic cats not being treated with insulin who are in good health otherwise, there is Bexacat™ (bexagliflozin tablets). It's a once-daily flavored tablet that provides an alternative to traditional treatment.</p> <ul style="list-style-type: none"> 🐾 NO refrigeration 🐾 NO needles 🐾 NO dosage changes during treatment <p>If you're concerned your cat may be developing diabetes, don't wait. Call us today. We have the treatments and the know-how to help keep your pet thriving. Let's chat about Bexacat!</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: https://bit.ly/3lc7ADK</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with</p>	 <p>Image Name: Convenience</p>

diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is associated with an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis and death. Sudden onset of hyporexia/anorexia, lethargy, dehydration, diarrhea that is unresponsive to conventional therapy, or weight loss in cats receiving Bexacat should prompt immediate discontinuation of Bexacat and assessment for diabetic ketoacidosis, regardless of blood glucose level. Bexacat should not be initiated in cats with pancreatitis, anorexia, dehydration, or lethargy at the time of diagnosis of diabetes mellitus, as it may indicate the presence of other concurrent disease and increase the risk of diabetic ketoacidosis. Due to risk of severe adverse reactions, do not use Bexacat in cats with evidence of hepatic disease or reduced renal function. Consult a physician in case of accidental ingestion by humans.

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Facebook Post Number	Facebook Post Copy	Facebook Post Image
Post 4: New option	<p>🐾 Bexacat™ (bexagliflozin tablets) is here. 🐾 For a long time, the only way we could treat diabetic cats was injections with insulin. That's it. Now there's a needle-free option for cats who have not been treated with insulin.</p> <p>Bexacat is for newly diagnosed cats that are otherwise healthy, effectively controlling their blood sugar by eliminating it through the urine. Regardless of your cat's weight, the dosage is only one tablet a day.* And it's flavored!</p> <p>We're always thinking about how to make your and your cat's life happier, healthier and easier. That's why we are SO thrilled to offer this innovative, needle-free option. Please contact us at the clinic if you're curious to learn more about Bexacat.</p> <p>*Approved for cats weighing 6.6lbs. (3.0kg) or greater.</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: https://bit.ly/3lc7ADK</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is</p>	 <p>Image Name: New option</p>

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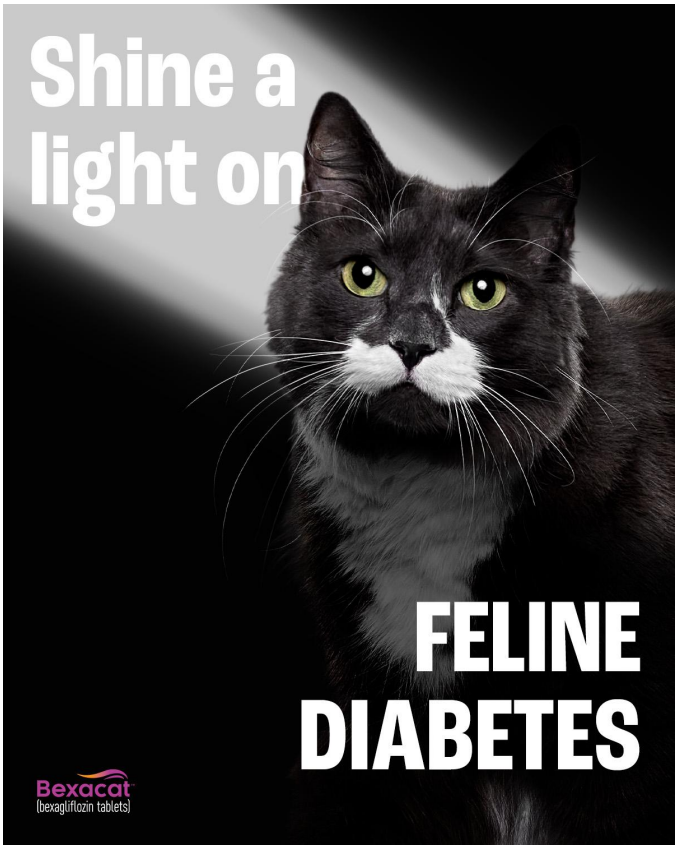
Facebook Post Number	Facebook Post Copy	Facebook Post Image
Post 5: Lifestyle	<p>🐱 They'll still hide in boxes. 🐱 They'll still chirp at birds. 🐱 They'll knock over glasses, roll out the string and drag litter through the house. 🐱 AND they'll still look proud while doing it. Even with diabetes, cats can be their normal selves with proper treatment.</p> <p>If your cat gets diagnosed with diabetes, we have your back. We'll help build a lifestyle plan for your cat that includes treatment to help manage their blood sugar. If your cat is in good health and eating and drinking normally, we can even recommend an advancement in feline medication. Bexacat™ (bexagliflozin tablets) is a needle-free, once-daily flavored tablet that provides a convenient alternative to typical insulin injections.</p> <p>We want all cats, even those with diabetes, to stay their frisky selves. Drop a line if you want to talk about Bexacat further. We'd love to help!</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: https://bit.ly/3lc7ADK</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes</p>	 <p>What does FELINE DIABETES look like?</p> <p>Bexacat <small>(bexagliflozin tablets)</small></p>

Image Name: Lifestyle


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Instagram Post Number	Instagram Post Copy	Instagram Post Image
Post 1: Diabetes diagnosis	<p>Say your cat has been diagnosed with diabetes. 🐱 It may be scary, but we want to help shed some light. Insulin injections may be used to regulate blood sugar. BUT for some newly diagnosed cats, there is Bexacat™ (bexagliflozin tablets), a once-daily, flavored oral alternative. Reach out to learn more!</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: @BexacatRXInfo</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is associated with an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis and death. Sudden onset of hyporexia/anorexia, lethargy, dehydration, diarrhea that is unresponsive to conventional therapy, or weight loss in cats receiving Bexacat should prompt immediate discontinuation of Bexacat and assessment for diabetic ketoacidosis, regardless of</p>	 <p>Image Name: Diabetes diagnosis</p>


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Instagram Post Number	Instagram Post Copy	Instagram Post Image
<p>Post 2: Diabetes treatment</p>	<p>If your cat is losing weight or drinking, urinating or eating more, these may be signs of diabetes. But don't worry!</p> <p>If your cat is diagnosed, we may be able to provide a convenient treatment called Bexacat™ (bexagliflozin tablets), a once-daily, flavored oral alternative to insulin injections.</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: @BexacatRXInfo</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is associated with an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis and death. Sudden onset of hyporexia/anorexia, lethargy, dehydration, diarrhea that is unresponsive to conventional therapy, or weight loss in cats receiving Bexacat should prompt</p>	 <p>Image Name: Diabetes treatment</p>


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Instagram Post Number	Instagram Post Copy	Instagram Post Image
<p>Post 3: Convenience</p>	<p>Some find treating diabetic cats with traditional treatment inconvenient. It can require twice-daily injections, refrigerating the medication and sometimes dosage adjustments. For some newly diagnosed cats, there's Bexacat™ (bexagliflozin tablets). It requires NO refrigeration, needles or dosage changes.</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: @BexacatRXInfo</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is associated with an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis and death. Sudden onset of hyporexia/anorexia, lethargy, dehydration, diarrhea that is unresponsive to conventional therapy, or weight loss in cats receiving Bexacat should prompt immediate discontinuation of Bexacat and</p>	 <p>Image Name: Convenience</p>

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Instagram Post Number	Instagram Post Copy	Instagram Post Image
<p>Post 4: New option</p>	<p>🐱 Bexacat™ (bexagliflozin tablets) is here. 🐱</p> <p>For a long time, insulin was the only option for diabetic cats. We are lucky to finally have an alternative that effectively controls blood sugar without needles. It's one flavored tablet, once a day! Want to learn more? Please call us to make an appointment.</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: @BexacatRXInfo</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is associated with an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis and death. Sudden onset of hyporexia/anorexia, lethargy, dehydration, diarrhea that is unresponsive to conventional therapy, or weight loss in cats receiving Bexacat should prompt immediate discontinuation of Bexacat and</p>	 <p>Image Name: New option</p>

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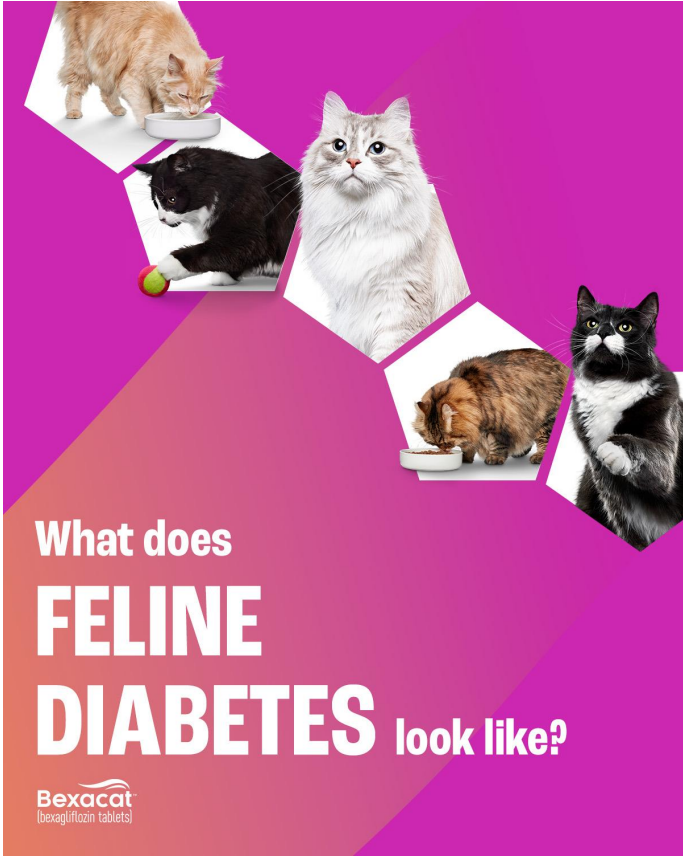
Instagram Post Number	Instagram Post Copy	Instagram Post Image
<p>Post 5: Lifestyle</p>	<p>🐱 Watching cats doing cat things is pure joy. 🐱 Even diabetic cats can stay their frisky selves with proper treatment. If your cat gets diagnosed with diabetes, we can recommend Bexacat™ (bexagliflozin tablets), a once-daily, flavored tablet that's an alternative to traditional treatment.</p> <p>INDICATION: Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.</p> <p>IMPORTANT SAFETY INFORMATION: Before using this product, it is important to read the entire product insert, including the boxed warning. See package insert for full prescribing information: @BexacatRXInfo</p> <p>Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is associated with an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis and death. Sudden onset of hyporexia/anorexia, lethargy, dehydration, diarrhea that is unresponsive to conventional therapy, or weight loss in cats receiving Bexacat should prompt immediate discontinuation of Bexacat and</p>	 <p>What does FELINE DIABETES look like?</p> <p>Bexacat (bexagliflozin tablets)</p>

Image Name: Lifestyle

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