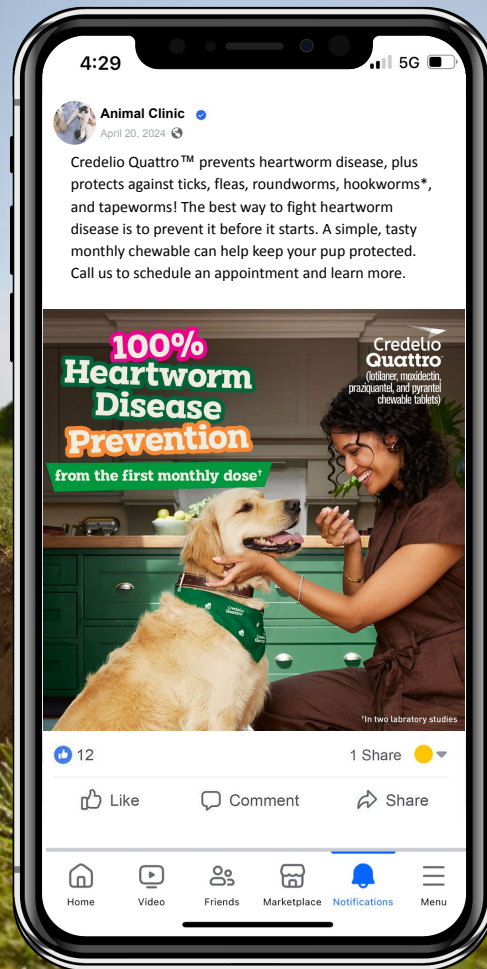


Heartworm Disease Awareness Month Digital Toolkit



**Credelio
Quattro**
(lotilaner, moxidectin,
praziquantel, and pyrantel
chewable tablets)

Elanco

Credelio Quattro™
(lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets)

Heartworm Disease Awareness Month Toolkit

Social media is a great way to engage with clients outside the walls of your clinic. This digital and social toolkit includes educational posts on heartworm prevention and Credelio Quattro™, helping you inform clients while showing your clinic's commitment to their dogs' health. The posts below, starting on page 3, contain everything you need to get started.

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

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.

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.

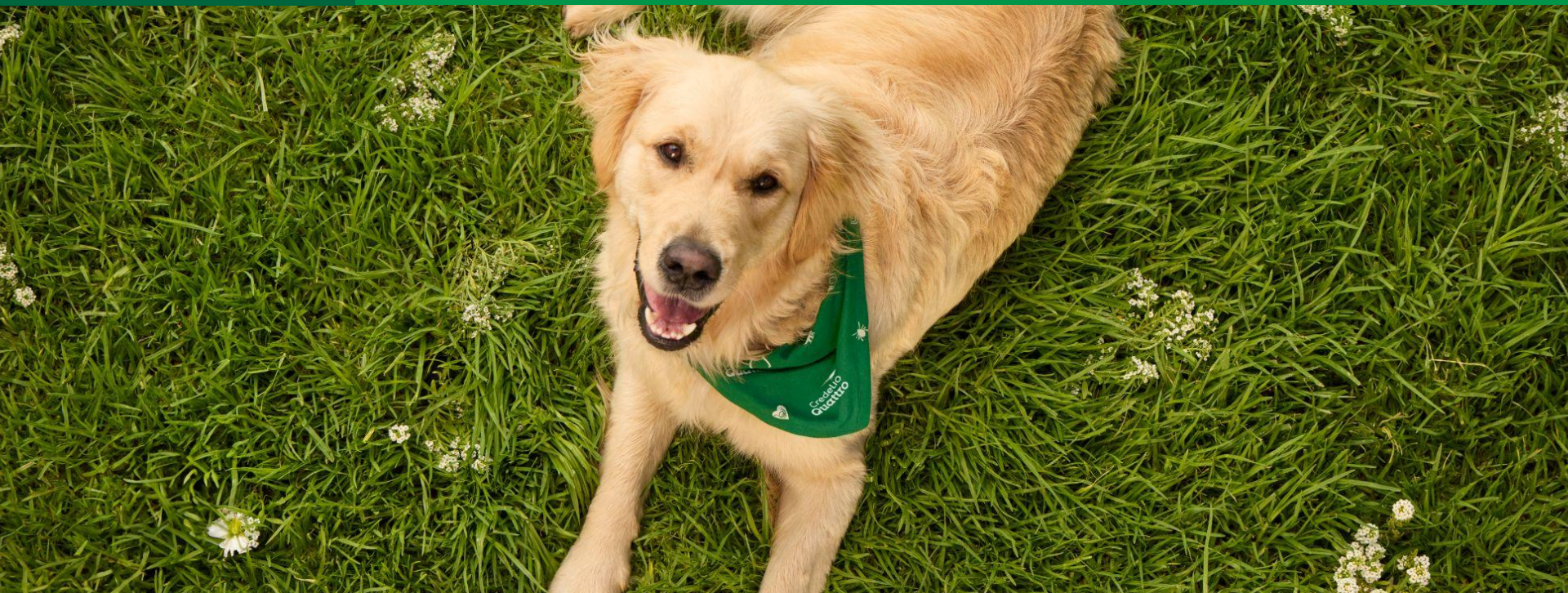
NOTE ON PRODUCT COMPLAINTS: If you receive comments on posts with a product complaint, alert Elanco by contacting us at 1-888-545-5973. If you do not want to monitor discussion, you can turn off comments for the provided posts.

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

DOWNLOAD

1

Heartworm Disease Awareness Month



Facebook Copy

April is #HeartwormDiseaseAwarenessMonth! 🦋💚 Just one bite from an infected mosquito can put your dog at risk for heartworm disease—a serious and potentially fatal condition. Credelio Quattro™ (lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets) is a simple, monthly chewable that protects against heartworm disease, fleas, ticks, hookworms*, roundworms, and tapeworms. Don't wait—schedule a visit today to keep your pup safe! 🐾🌟

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.

Important Safety Information: Lotilaner, an ingredient in Credelio Quattro, belongs to the isoxazoline class and has been associated with neurologic adverse reactions like tremors, ataxia, 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 *D. immitis*. 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 Credelio Quattro product label or ask your veterinarian.

*Uncinaria stenocephala

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Instagram Copy

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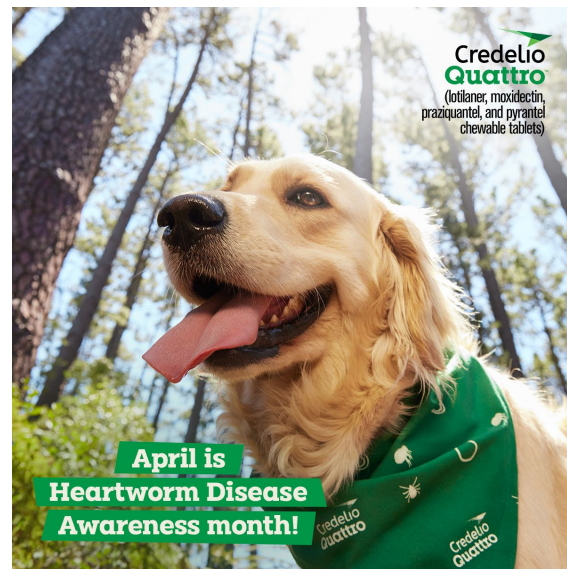
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Facebook & Instagram Image



Post1_HeartwormDiseaseMonth

2

Diagnosed in 50 States



Facebook Copy

Heartworm disease has been found in all 50 states and continues to spread each year. Just one bite from an infected mosquito can put your dog at risk for this serious—but 100% preventable—disease.

If your dog isn't on heartworm prevention, there's no better time to start! A simple monthly chewable, like Credelio Quattro™ (lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets), can help keep them protected. Schedule a visit with us today! #HeartwormDiseaseAwarenessMonth

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Facebook & Instagram Image



Post2_Diagnosedin50States

3

100% Heartworm Disease Prevention



Facebook Copy

Credelio Quattro™ (lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets) prevents heartworm disease from the very first dose, plus protects against ticks, fleas, roundworms, hookworms*, and tapeworms! The best way to fight heartworm disease is to prevent it before it starts. A simple, tasty monthly chewable can help keep your pup protected. Call us to schedule an appointment and learn more.

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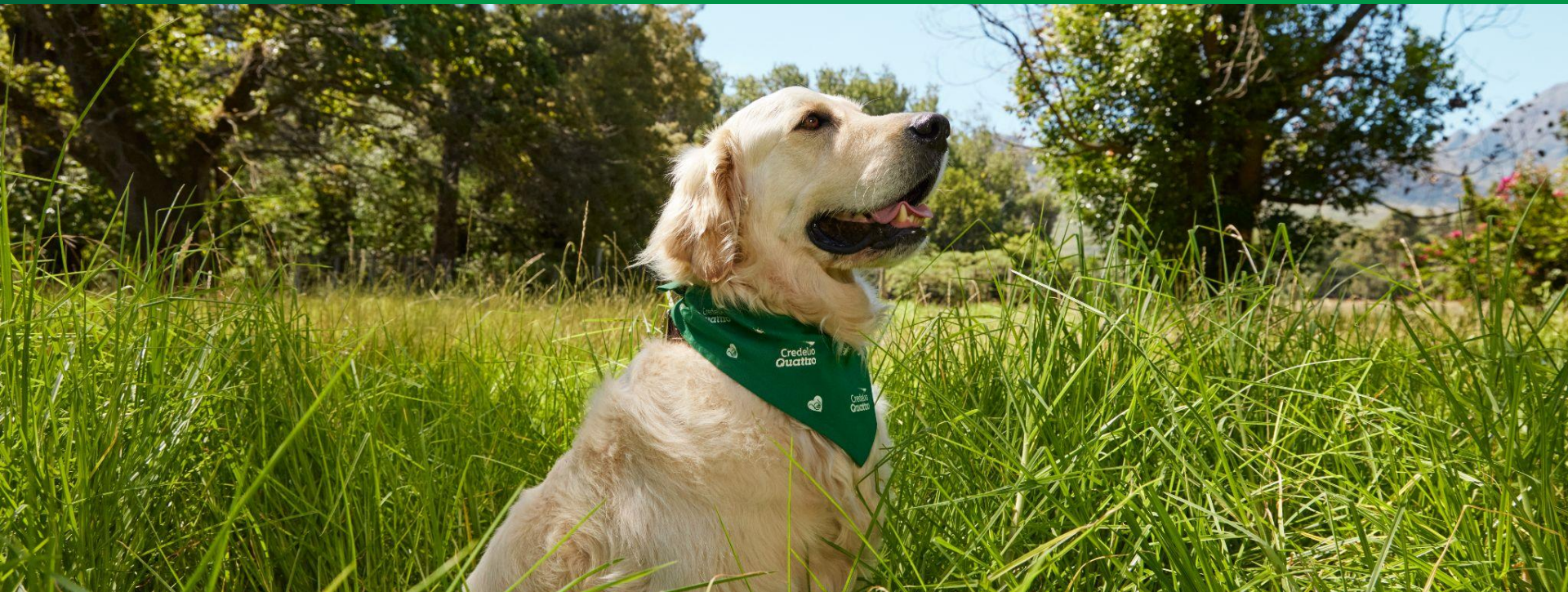
Facebook & Instagram Image



Post3_HeartwormDiseasePrevention

4

Heartworm Test



Facebook Copy

It's Heartworm Disease Awareness Month—has your dog had a heartworm test? An annual test, plus a monthly chewable preventive like Credelio Quattro™ (lotilaner, moxidectin, praziquantel, and pyrantel chewable tablets), can help ensure that your dog is heartworm disease-free. Give us a call to schedule an appointment! ❤️

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Facebook & Instagram Image



Post4_HeartwormTest