

People consume social media every day. It's the perfect platform to engage with your customers. Reinforce your position as the pet care expert by using social media to educate customers about Credelio® CAT (lotilaner), the first flea and tick chewable for cats.

This reference guide takes the guesswork out of posting to social media. Create an engaging post by following these simple, step-by-step instructions to upload images and text. The chart below contains copy and the 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:** Select 'Create Post' on your clinic's Facebook page. Next, copy and paste the provided copy into the space on your new post. Then, click on the 'Photo' button and attach the image provided in the zipped file.

**HOW TO CREATE AN INSTAGRAM POST:** Select the "+" button to create a post on your clinic's Instagram page. Next, copy and paste the provided copy into your new post. Then, click on 'Browse' to find and attach the image provided in the zipped file.

**TEXT & IMAGE ASSETS:** Only one image and one piece of copy exists for each post. Use both the image and the text together on Facebook and Instagram. Images can be found within the zipped folder provided for download.

CREDELIO CAT SOCIAL POSTS	POST 1	POST 2	POST 3	POST 4
POST IMAGE				
FILE NAME	67462-2022-CRD-Cat-Post1.jpg	67462-2022-CRD-Cat-Post2.jpg	67462-2022-CRD-Cat-Post3.jpg	67462-2022-CRD-Cat-Post4.jpg
POST COPY	<p>TRUTH: Ticks are a threat to cats every month of the year.</p> <p>A recent study showed that ticks were removed from cats every month of the year.† Don't leave a gap in your coverage.</p> <p>Stop by the clinic to stock up on Credelio® CAT (lotilaner) for tough tick protection all month long.</p> <p>Indications for Credelio CAT: Credelio CAT kills adult fleas and is indicated for the treatment and prevention of flea infestations for one month in cats and kittens 8 weeks of age and older and weighing 2 pounds or greater.</p> <p>Credelio CAT is also indicated for treatment and control of black-legged tick infestations for one month in cats and kittens 6 months of age and older and weighing 2 pounds or greater.</p> <p>Important Safety Information for Credelio CAT: Lotilaner is a member of the isoxazoline class of drugs. This class has been associated with neurologic adverse reactions including tremors, incoordination, and seizures. Neurologic adverse reactions have been reported in cats receiving isoxazoline class drugs, even in cats without a history of neurologic disorders. Use with caution in cats with a history of neurologic disorders. The safety of Credelio CAT has not been established in breeding, pregnant and lactating cats. The effectiveness of Credelio CAT against black-legged ticks in kittens less than 6 months of age has not been evaluated. The most frequently reported adverse reactions are weight loss, rapid breathing and vomiting. For complete safety information, please see Credelio product label at <a href="https://www.elancolabels.com/us/credelio-cat">https://www.elancolabels.com/us/credelio-cat</a>.</p> <p>†Little, S.E., et al. Ticks from cats in the United States: Patterns of infestation and infection with pathogens. Vet Parasitology. 2018; 257: 15-20.</p>	<p>Can you spot the lie? If you guessed #2, you're correct! It's a common misconception that indoor cats are safe from ticks. The truth is ticks are everywhere and they can make your cat very sick.</p> <p>Ask us how to protect your feline friend with Credelio® CAT (lotilaner).</p> <p>Indications for Credelio CAT: Credelio CAT kills adult fleas and is indicated for the treatment and prevention of flea infestations for one month in cats and kittens 8 weeks of age and older and weighing 2 pounds or greater.</p> <p>Credelio CAT is also indicated for treatment and control of black-legged tick infestations for one month in cats and kittens 6 months of age and older and weighing 2 pounds or greater.</p> <p>Important Safety Information for Credelio CAT: Lotilaner is a member of the isoxazoline class of drugs. This class has been associated with neurologic adverse reactions including tremors, incoordination, and seizures. Neurologic adverse reactions have been reported in cats receiving isoxazoline class drugs, even in cats without a history of neurologic disorders. Use with caution in cats with a history of neurologic disorders. The safety of Credelio CAT has not been established in breeding, pregnant and lactating cats. The effectiveness of Credelio CAT against black-legged ticks in kittens less than 6 months of age has not been evaluated. The most frequently reported adverse reactions are weight loss, rapid breathing and vomiting. For complete safety information, please see Credelio product label at <a href="https://www.elancolabels.com/us/credelio-cat">https://www.elancolabels.com/us/credelio-cat</a>.</p> <p>‡Little, S.E., et al. Ticks from cats in the United States: Patterns of infestation and infection with pathogens. Vet Parasitology. 2018; 257: 15-20.</p>	<p>A recent study showed that deer ticks are the most common tick removed from cats at vet clinics.§ To combat this serious threat, we prescribe Credelio® CAT (lotilaner). This tasty chewable kills 97-100% of deer ticks within 72 hrs for protection that lasts all month long.†</p> <p>Stop by our clinic to lower your cat's risk of infection.</p> <p>Indications for Credelio CAT: Credelio CAT kills adult fleas and is indicated for the treatment and prevention of flea infestations for one month in cats and kittens 8 weeks of age and older and weighing 2 pounds or greater.</p> <p>Credelio CAT is also indicated for treatment and control of black-legged tick infestations for one month in cats and kittens 6 months of age and older and weighing 2 pounds or greater.</p> <p>Important Safety Information for Credelio CAT: Lotilaner is a member of the isoxazoline class of drugs. This class has been associated with neurologic adverse reactions including tremors, incoordination, and seizures. Neurologic adverse reactions have been reported in cats receiving isoxazoline class drugs, even in cats without a history of neurologic disorders. 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NADA 141-528.</p>	<p>Even our feline friends are at risk of tick infestations. That's why we prescribe the tough tick protection of Credelio® CAT (lotilaner). It kills deer ticks within 72 hours so you can stay Credelio close all month long.‡</p> <p>Visit our clinic to stay Credelio close.</p> <p>Indications for Credelio CAT: Credelio CAT kills adult fleas and is indicated for the treatment and prevention of flea infestations for one month in cats and kittens 8 weeks of age and older and weighing 2 pounds or greater.</p> <p>Credelio CAT is also indicated for treatment and control of black-legged tick infestations for one month in cats and kittens 6 months of age and older and weighing 2 pounds or greater.</p> <p>Important Safety Information for Credelio CAT: Lotilaner is a member of the isoxazoline class of drugs. This class has been associated with neurologic adverse reactions including tremors, incoordination, and seizures. 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CALL-TO-ACTION*	Stock up on Credelio CAT	Ask us about Credelio CAT	Stop by our clinic to lower your cat's risk of infection	Stay Credelio close
WEBSITE*	<a href="https://www.elanco.us/products-services/cats/credelio-cat">https://www.elanco.us/products-services/cats/credelio-cat</a>	<a href="https://www.elanco.us/products-services/cats/credelio-cat">https://www.elanco.us/products-services/cats/credelio-cat</a>	<a href="https://www.elanco.us/products-services/cats/credelio-cat">https://www.elanco.us/products-services/cats/credelio-cat</a>	<a href="https://www.elanco.us/products-services/cats/credelio-cat">https://www.elanco.us/products-services/cats/credelio-cat</a>
BUTTON*	Protect Your Cat	Learn More	Visit Us Today	Stay Credelio close

\*For paid posts only.



**MYTH**

**You don't need to  
worry about ticks  
in the winter.**

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**Elanco**

# 2 TRUTHS, 1 LIE

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## VET EDITION

- 1 Ticks are found on cats every month of the year.‡
- 2 Indoor cats don't get ticks.
- 3 Credelio® CAT is the first & only feline oral tick & flea product.



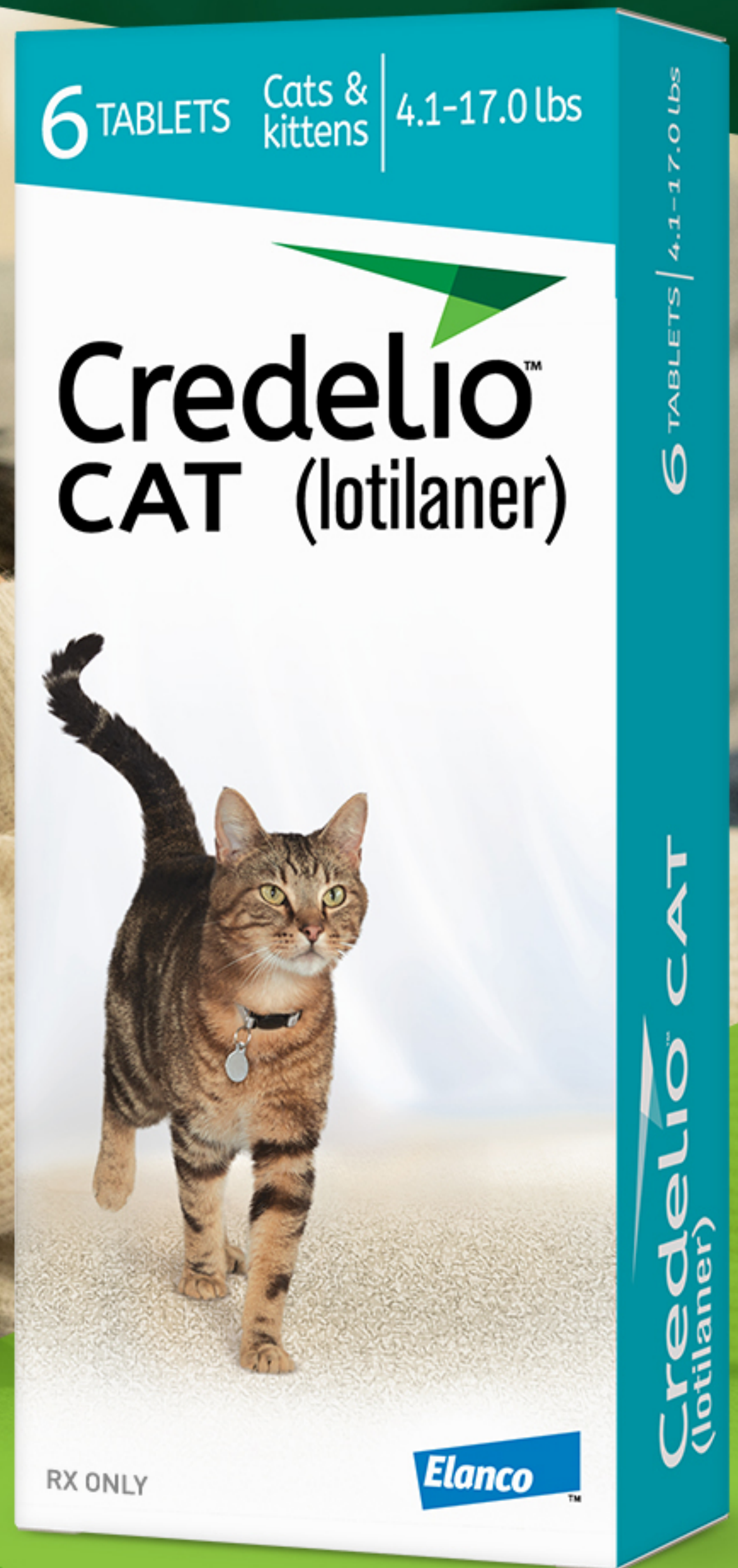
**45.7%**  
**OF ALL U.S. COUNTIES**  
**HAVE DEER TICKS<sup>§</sup>**

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**Elanco**



**Credelio™**  
**CAT (lotilaner)**



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