

Happy holidays from the “happy vaccine experience”

The TruCan™ B (Oral) Holiday Digital Toolkit is your go-to source for shareable seasonal content to inform your clients about the importance of *Bordetella* risk and prevention. Happy holidays start with healthy pets and the “happy vaccine experience” with fast, one and done protection.*



TruCan™ B (Oral) fits perfectly with Fear Free protocol by providing less pain and more comfort.

The Elanco logo is the word 'Elanco' in white, set against a blue rectangular background.

*For initial vaccination, only one dose required.

Social media posts

Holiday-themed posts to use throughout the holiday season.

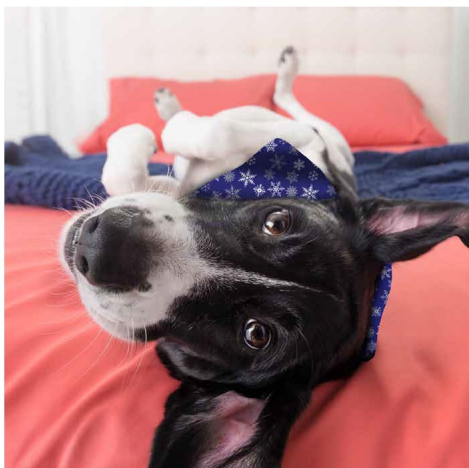
Facebook posts

Copy and paste the posts of your choosing to your clinic's Facebook pages.

Follow any additional steps as instructed.

- The holidays are one of the busiest times of year for travel. If you're planning to take a trip this holiday season, make sure your dog is up-to-date on their kennel cough vaccination; otherwise, you might not be able to board them and your plans could get derailed. Talk with us about TruCan™ B (Oral), the Happy Vaccine with fast, one and done protection against kennel cough. (For initial vaccination, only one dose is required).

- Before the holidays, see your veterinarian and give your dog the Happy Vaccine Experience with TruCan™ B (Oral)! No needle sticks and no sneeze-backs mean more comfort. Call us today to set up an appointment for your dog and get fast, one and done protection against kennel cough. (For initial vaccination, only one dose is required).



[Note: right-click and save image to desktop and then upload to Facebook or Twitter]

- We have a Happy Vaccine Experience for your dog! We offer an oral kennel cough vaccine, which means no needles. What a relief! Ask us how TruCan™ B (Oral) makes vaccine visits easier for you and your dog with fast, one and done protection. (For initial vaccination, only one dose is required).

- The holidays are a wonderful time of year to celebrate with family, friends and, of course, lots and lots of food. And while some table scraps, like plain turkey or basic mashed potatoes, are safe for your pet, others are toxic, like grapes and chocolate. Learn more helpful holiday tips from Elanco and Fear Free [here](#).

- Uh oh, it's that time of year for ugly sweaters. Share your favorite photos of your pet in an ugly holiday sweater. (Go ahead, send one of yourself, too. We know you have one.) 😊

- Hosting a holiday gathering this year? There are a few things you'll want to do first to get your pets prepared. Learn more helpful holiday tips from Elanco and Fear Free [here](#).

- Headed out of town for the holidays? Not if your dog isn't up-to-date on their kennel cough vaccination. Without one, boarding facilities may not take your dog. Give us a call today to set up an appointment for your furry friend. Safe dog, safe travels.



[Note: right-click and save image to desktop and then upload to Facebook or Twitter]

- Dogs can contract kennel cough by inhaling bacteria into their respiratory tract. This holiday season, protect them with TruCan™ B (Oral), the no needle, no sneeze-back vaccine that gives dogs a Happy Vaccine Experience. Call us today to make your appointment.

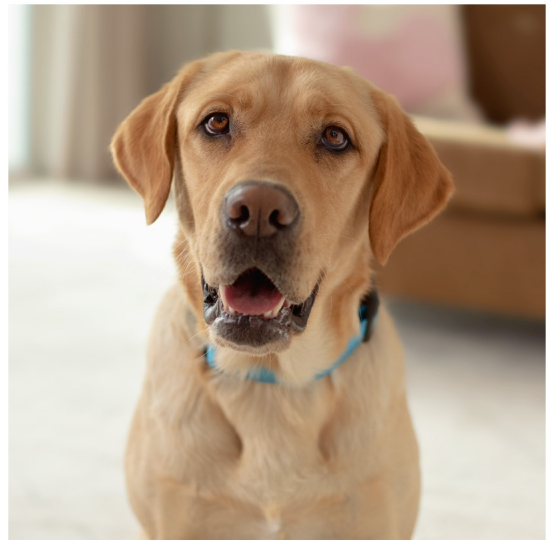
- Don't let those puppy dog eyes trick you — feeding dogs holiday foods can lead to upset stomachs, respiratory issues and even death. Learn what to avoid and other helpful holiday tips from Elanco and Fear Free [here](#).

- Dogs are the best gift. Keep them safe this holiday season, and all year round, with regular checkups and visits to our clinic. Call us today to make an appointment.

- New Year's is right around the corner. Start the new year off right by getting your dog vaccinated for kennel cough with TruCan™ B (Oral), the Happy Vaccine Experience. Talk with us today to learn more about the benefits.

- Happy New Year! Thank you for being loyal clients of our clinic. We can't wait to help you protect your pets and keep them safe and healthy throughout the year. To start, bring your dog for

their kennel cough vaccination. With TruCan™ B (Oral), they get the protection they need with no needles, no sticks and no sneeze-backs. They don't call it the Happy Vaccine Experience for nothing, with fast, one and done protection! (For initial vaccination, only one dose is required). Call us today to book your appointment.



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Social media posts

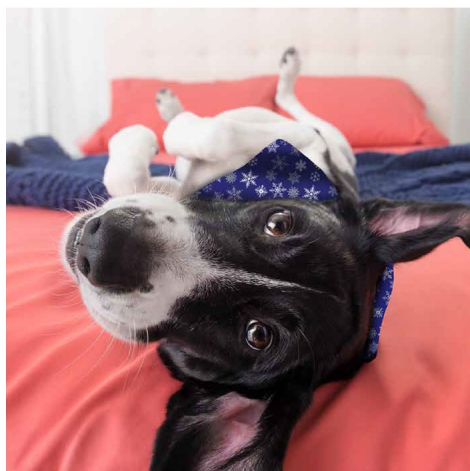
Holiday-themed posts to use throughout the holiday season.

Twitter posts

Copy and paste the posts of your choosing to your clinic's Twitter page.

Follow any additional steps as instructed.

- The #holidays are a busy time for #travel. If you're going out of town this year, get your #dog vaccinated for kennel cough with TruCan™ B (Oral). Talk with us about why this #vaccination is so important.



[Note: right-click and save image to desktop and then upload to Facebook or Twitter]

- Get your #dog vaccinated against nasty kennel cough with TruCan™ B (Oral)! No needles means more #comfort. Give us a call today to learn more. #HappyHolidays
- We have a #Happy Vaccine Experience for your dog: an oral kennel cough vaccine which mean no needles. What a relief! Ask us about TruCan™ B (Oral) today.
- Discover helpful ways to keep #pets safe this #holiday season with these [tips](#). @elanco and @fearfreepets
- Uh oh, it's that time of year for #uglyholidaysweaters. Share your favorite photos of your pet in their coziest sweater. (Go ahead, send one of yourself, too. We know you have one.) 😊

- Hosting a #holiday gathering this year? There are a few things you'll want to do first to get your #pets prepared. Learn helpful holiday [tips](#). @elanco and @fearfreepets
- Headed out of town for the #holidays? You may not be if your #dog isn't up-to-date on their kennel cough #vaccine. Call us today to set up an appointment.
- Kennel cough can spread quickly among #dogs. Protect yours with TruCan™ B (Oral). Call us today to set up an appointment & learn more.
- Don't let those #puppydog eyes trick you — feeding #dogs #holiday



[Note: right-click and save image to desktop and then upload to Facebook or Twitter]

foods can lead to upset stomachs, respiratory issues and even death. Learn what to avoid and other helpful holiday tips from Elanco and Fear Free [here](#).

- #Dogs are the best #gift. Keep them safe this #holiday season, and all year round, with regular checkups and visits to our clinic. Call us today to make an appointment.
- #NYE is right around the corner. Start the year off right by getting your #dog vaccinated for kennel cough with TruCan™ B (Oral), the Happy Vaccine Experience. Talk with us today to learn more. #HappyNewYear
- #HappyNewYear! We're grateful to all our clients & look forward to helping you keep your #pets safe and #healthy in the new year. Give us a call today to book your next appointment.



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Website content:

Instructions:

Use the following content on your clinic's website or in a clinic e-newsletter.

(Example subhead)

WE OFFER TruCan™ B (Oral), THE HAPPY VACCINE EXPERIENCE!

(Example copy)

We now have a vaccine that offers dogs protection against kennel cough (*Bordetella bronchiseptica*) with no initial boosters, no needle sticks and no sneeze-backs, for a more comfortable patient experience. Pet owners like you may take comfort in knowing that your furry friend is getting the protection they need without all the fuss.

To learn more about TruCan™ B (Oral), please contact us today.

(Example subhead)

Why routine visits can make a difference for your pet

[Example copy]:

Regular wellness visits give us the opportunity to stay ahead of the game and administer any necessary preventive care, including boosters that may be required for continued disease protection. Plus, checkups provide an opportunity for you to talk to us about any changes in your dog's behavior or lifestyle that may lead us to reconsider our approach to care.

Also, remember that the field of veterinary health care changes and advances quickly. We now have different immunization options, like TruCan™ B (Oral) vaccines, which offer effective protection against kennel cough (*Bordetella bronchiseptica*) with no initial boosters, no needle sticks and no sneeze-backs. Annual wellness visits give us the opportunity to share these kinds of advances, provide care when it's appropriate, and become true partners with you in your pet's health care.

To schedule your dog's annual wellness visit, please contact us today!