



# READY-TO-SHARE SOCIAL MEDIA RESOURCES

## FELYCIN<sup>®</sup>-CA1

These social media posts were created to help you engage your audience in meaningful conversations about Felycin-CA1 and hypertrophic cardiomyopathy (HCM) in cats.

The copy and calls-to-action beneath each image are designed to encourage follow-up, and to strengthen the practitioner-client relationship by promoting awareness and proactive care.

To help us monitor and amplify your posts, please include the following hashtags when sharing:

**#PRNPHARMACAL #FELYCINCA1 #HCMINCATS**

**IMPORTANT NOTE:** *To avoid FDA scrutiny and the need for fair balance, we ask that you avoid adding product-specific claims or therapeutic language to any additional copy.*

*By keeping the focus on pet health and client education, you can help drive engagement and encourage more frequent feline visits to the clinic.*

1



Did you know your cat could have heart disease and show no signs? Learn about subclinical HCM and why early screening matters.

Call us today to schedule your cat's heart screening.

2



What's the #1 heart disease in cats? It's HCM—and it's more common than you think.

Make heart health part of your cat's care—contact us to get started.

3



HCM = Hypertrophic Cardiomyopathy. It means thickened heart muscle—dangerous if untreated.

Let's talk about your cat's genetic risk—book a visit today.

4



The first option approved for managing subclinical HCM in cats. Available by prescription.

We can help assess your cat's heart health—contact us now.



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1 in 7. Are you watching for the signs? Early detection matters.

Let's keep those purrs strong, book your cat's heart screening.

6



Sphynx, Maine Coons, Ragdolls, and Persians—are at higher risk for HCM. Know your cat's breed risk.

Give your cat the care they deserve—schedule a visit.

7



Catch it before it shows. Subclinical HCM has no symptoms—until it's too late.

There's hope for cats with HCM—book a consultation.

8



Annual vet visits can save lives. Early detection of HCM is key.

Your cat's heart deserves attention—call us today.

9



There's hope for cats with hypertrophic cardiomyopathy—new treatment options are now available.

Let's take the first step—book a screening now.

10



Treatment can start before symptoms appear. Early action = better outcomes.

Ask us how early intervention for subclinical HCM can help. Schedule a visit today.



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Think your cat is too young for heart disease? HCM can affect cats of all ages, especially certain breeds.

Don't wait for symptoms—give us a call and book a checkup.

12



Your cat's heart beats quietly—but what if it's struggling? Learn about HCM and how early care can help.

Want to learn more about HCM? Schedule a visit and let's talk.

13



Cats with HCM may develop blood clots or heart failure. Know the risks.

One visit could save nine lives—schedule a heart screening today.

14



A once-weekly tablet for cats with subclinical HCM. Convenient dosing, powerful protection.

Know your cat's risk—give us a call to learn more.

15



Even house cats can get HCM. It's not just a purebred problem.

Every heartbeat matters—contact us to get started.

16



HCM is more common than you think. Let's talk about it.

Schedule your cat's heart screening—because every beat matters.



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17



A simple ultrasound can reveal a lot. Ask your vet about echocardiograms for your cat.

Make heart health part of your next vet visit.

18



Don't wait for symptoms. HCM can progress silently—screen early.

Call now to learn more about HCM and your cat's risk.

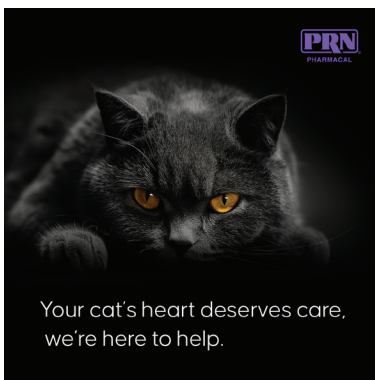
19



FDA conditionally approved. Backed by science, now available.

One visit could make all the difference—book now.

20



Talk to our team about options for subclinical HCM. It could change your cat's future.

Don't miss a beat—schedule your cat's heart check.