



Social Media Guide to Posting for Veterinary Clinics



We have provided **nine sample messages** that your clinic can use when discussing Torigen on your website, customer emails, or social media channels. It is important to utilize these pre-approved messages instead of creating your own, as the USDA regulates the marketing materials of experimental treatment options. Incorporating these messages will ensure compliance while effectively promoting the benefits of Torigen to your audience.

Sample Messaging for Veterinary Clinics



Torigen Branded Statement:

Torigen Pharmaceuticals [page tag] is comprised of a team of cancer researchers and veterinarians committed to making a difference. Fighting cancer's many mutations requires a unique, individualized approach. By harnessing the power of pets' immune systems, we create a whole-cell vaccine representing a diverse sample of cancerous antigens for individualized immunotherapy treatments. Our mission is to improve the lives of animals by harnessing the power of their immune systems to change the way cancer is treated. [hashtag]

Unbranded Statement:

At [clinic name], we are staying on the cutting edge of autologous cancer immunotherapy. By utilizing the power of pets' immune systems, *autologous immunotherapies* can be created, representing a diverse sample of cancerous antigens for individualized treatments. Our mission is to reach more patients and provide hope for their families—by changing the way cancer is treated. [hashtag]

Sample Messaging for Veterinary Clinics



Unbranded Statement – with call to action:

At **[clinic name]**, we are committed to staying at the forefront of autologous cancer immunotherapy. By utilizing the power of pets' immune systems, a whole-cell vaccine can be created, representing a diverse sample of cancerous antigens for individualized immunotherapy treatments. Our mission is to reach more patients and provide hope for their families—by changing the way cancer is treated. If you are interested in a new cancer treatment for your pet, talk to one of our veterinary experts today. **[hashtag]**

Branded Statement (Variation) – with call to action:

Millions of dogs, cats, and horses are diagnosed with cancer each year. Of those, only 1 in 10 pet parents seek a consultation with an oncologist. And with just 350 practicing veterinary oncologists in the United States, your options may be limited. **[clinic name]** prides itself on being able to offer cutting-edge treatment in the world of autologous cancer immunotherapy. By harnessing the power of pets' immune systems, a whole-cell vaccine can be created by Torigen **[page tag]**, representing a diverse sample of cancerous antigens for individualized immunotherapy treatments. If you are looking for cancer treatment options, contact our clinic for more information today. **[hashtag]**

Sample Messaging for Veterinary Clinics



Unbranded Statement (Variation) – with call to action:

Millions of dogs, cats, and horses are diagnosed with cancer each year. Of those, only 1 in 10 pet parents seek a consultation with an oncologist. And with just 350 practicing veterinary oncologists in the United States, your options may be limited. [\[clinic name\]](#) prides itself on being able to offer cutting-edge treatment in the world of autologous cancer immunotherapy. By harnessing the power of pets' immune systems, a whole-cell vaccine can be created, representing a diverse sample of cancerous antigens for individualized immunotherapy treatments. If you are looking for cancer treatment options, contact our clinic for more information today. [\[hashtag\]](#)

Senior Pets Statistic Branded Statement – with call to action:

According to the [National Cancer Institute](#), cancer incidence rates indicate that there are roughly 10 million new cancer diagnoses in dogs and a similar number in cats each year. Regular checkups help screen for cancer, or catch it in the early stages before it develops and spreads. Torigen's [\[page tag\]](#) mission is to reach more patients and provide hope for their families—by changing the way cancer is treated. [\[hashtag\]](#) If you are interested in a new cancer treatment for your pet, talk to one of our veterinary oncology experts today. [\[hashtag\]](#)

Sample Messaging for Veterinary Clinics



Senior Pet Statistic Unbranded (Variation) – with call to action:

According to the [National Cancer Institute](#), cancer incidence rates indicate that there are roughly 6 million new cancer diagnoses in dogs and a similar number in cats each year. Regular checkups help screen for cancer, or catch it in its early stages before it develops and spreads. At [\[clinic name\]](#) our mission is to reach more patients and provide hope for their families—by changing the way cancer is treated. If you are looking for cancer treatment options, contact our clinic for more information today. [\[hashtag\]](#)

Early Detection Branded – with call to action:

Cancer detection in pets can cause significant fear and concern for pet owners. The thought of their beloved companions facing a potentially life-threatening disease can be overwhelming. At [\[clinic name\]](#), our veterinary professionals acknowledge and address those fears while offering reassurance and support. By emphasizing the importance of early detection, you can educate pet owners about the benefits of regular check-ups and screenings. Through Torigen [\[page tag\]](#), advancements in diagnostic technologies and the availability of treatment options have provided a new source of hope and comfort. If you are interested in a new cancer treatment for your pet, talk to one of our veterinary oncology experts today. [\[hashtag\]](#)

Sample Messaging for Veterinary Clinics



Early Detection Unbranded (Variation) with call to action:

Cancer detection in pets can be a source of fear and concern for their owners. Recognizing the signs and symptoms can be daunting, and the uncertainty surrounding the diagnosis can be overwhelming. It is essential to remember that early detection plays a crucial role in improving treatment outcomes. At **[clinic name]**, we perform diagnostic tests, such as bloodwork, imaging, or biopsies, to aid in the detection and diagnosis of cancer. Additionally, offering advancements in autologous cancer immunology as an available treatment option. If you are looking for cancer treatment options, contact our clinic for more information today. **[hashtag]**

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Please tag @torigenpets on your social media pages in your posts. Use hashtags: #Torigenpharmaceuticals #Veterinarians #Immunotherapy

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