

Elanco FTK:

Subject Line: A revolutionary feline product is FINALLY here!

Preheader: Treat anemia related to chronic kidney disease with an innovative option made just for cats.

Resend Subject Line: Big news! A new feline treatment has arrived.



Varenzin-CA1 is now available

The latest Elanco innovation has arrived. Varenzin-CA1, a breakthrough treatment for non-regenerative anemia associated with chronic kidney disease (CKD) in cats, is now available for purchase.

Contact your Elanco representative to purchase Varenzin-CA1 today.

Varenzin-CA1 is the FIRST & ONLY FDA conditionally approved option for the treatment of non-regenerative anemia related to CKD.



A first of its kind in veterinary medicine, Varenzin-CA1 features a mode of action that stimulates a cat's body to create its own erythropoietin (EPO)*, a hormone in the kidneys that signals bone marrow to make red blood cells.



It's orally administered for at-home treatment with no need for in-clinic injections.

Learn more about this revolutionary new treatment and sign up for product updates.

Explore Varenzin

*Versus administering a human EPO product

INDICATION

Varenzin-CA1 is indicated for the control of nonregenerative anemia associated with chronic kidney disease (CKD) in cats.

IMPORTANT SAFETY INFORMATION

For oral use in cats only. Keep this drug, including used syringes, out of reach of children. Wash hands immediately after use. In case of accidental ingestion, seek medical advice immediately. Women who are pregnant or may become pregnant should administer the product with caution. Varenzin-CA1 should not be administered to cats that are pregnant, lactating or intended for breeding or to cats with known hypersensitivity to molidustat. Use with caution in cats with a history of seizures and in cats predisposed to thromboembolic disease. Hematocrit (HCT) or packed cell volume (PCV) levels should be monitored regularly as polycythemia may result from use of Varenzin-CA1. Varenzin-CA1 has not been evaluated in cats less than 1 year of age. The most common adverse reactions included vomiting, increases in systolic blood pressure and mild transient increase in serum potassium. [Click here for full product prescribing information.](#)

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Feline Product Purchasers:

Subject Line: This just in! A revolutionary treatment for cats.

Preheader: Treat anemia related to chronic kidney disease with an innovative option made just for cats.

Resend Subject Line: Fight feline CKD-related anemia today.



Varenzin-CA1 is now available

You've always committed to raising the standard of care for your feline patients with chronic kidney disease (CKD). That's why you should know that Varenzin-CA1, a breakthrough treatment for non-regenerative anemia associated with CKD in cats, is now available for purchase.

Until now, available treatment options have been inconvenient, costly and can bring serious side effects. And none have been

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Feline Friendly Purchasers:

Subject Line: This just in! A revolutionary treatment for cats.

Preheader: Treat anemia related to chronic kidney disease with an innovative option made just for cats.

Resend Subject Line: Fight feline CKD-related anemia today.



Varenzin-CA1 is now available

Your cat patients deserve top-of-the-line treatment to support their quality of life. That's why you should know that Varenzin-CA1, a breakthrough treatment for non-regenerative anemia associated with chronic kidney disease (CKD) in cats, is now available for purchase.

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Specialty Practice:

Subject Line: Breakthrough treatment meets at-home convenience.

Preheader: Treat anemia related to chronic kidney disease with an innovative option made just for cats.

Resend Subject Line: A revolution in feline care is FINALLY here.



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General Practitioners:

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