



# Torigen Pharmaceuticals

## Social Media Packet for Veterinary Clinics

Below are 9 different sample messages that your clinic can utilize when talking about Torigen on your website, via emails to your customers, or your social media platforms. We ask that you use these rather than crafting your own, as the USDA regulates the marketing materials of experimental treatment options.

### Branded Statement:

Torigen Pharmaceuticals [page tag] is leading the pack in companion animal oncology with their Experimental Autologous Cancer Vaccine. By utilizing a portion of the animal's own tumor tissue, a personalized treatment specific to the individual animal's cancer can be created. Treatments like these work to activate the immune system against specific tumor-associated antigens found on the outside surface of the tumor cells that are different than normal 'self' cells. [hashtag]

### Unbranded Statement:

At [clinic name] we are staying on the cutting edge of companion animal oncology with a new Experimental Autologous Cancer Vaccine. By utilizing a portion of the animal's own tumor tissue, a personalized treatment specific to the individual animal's cancerous cells can be created. Treatments like these work to activate the immune system against specific tumor-associated antigens found on the outside surface of the tumor cells that are different than normal 'self' cells.



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Unbranded Statement - with call to action:

At [\[clinic name\]](#) we are staying on the cutting edge of companion animal oncology with a new Experimental Autologous Cancer Vaccine. By utilizing a portion of the animal's own tumor tissue, a personalized treatment specific to the individual animal's cancerous cells can be created. Treatments like these work to activate the immune system against specific tumor-associated antigens found on the outside surface of the tumor cells that are different than normal 'self' cells. If a pet you know was recently diagnosed with cancer, please reach out to our clinic to see if our exciting new service is a good fit for you.

Branded Statement (Variation) - with call to action:

A staggering 12 million pets are diagnosed with cancer each year. We always strive to stay on the cutting edge of technology at [\[clinic name\]](#) and so we are now offering a new Experimental Autologous Cancer Vaccine from Torigen Pharmaceuticals [\[page tag\]](#). If you know anyone with a pet suffering from cancer, have them reach out to our clinic for more information on whether this would be a potential option for them.





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Unbranded Statement (Variation) - with call to action:

A staggering 12 million pets are diagnosed with cancer each year. We always strive to stay on the cutting edge of technology at [clinic name] and so we are now offering a new Experimental Autologous Cancer Vaccine. If you know anyone with a pet suffering from cancer, have them reach out to our clinic for more information on whether this would be a potential option for them.

Senior Pets Statistic Branded Statement- with call to action:

According to the American Veterinary Medical Association (AVMA) [page tag], almost 50% of deaths in dogs over 10 years of age can be attributed to cancer. Regular examinations can help catch problems in the early stages of development and increase the odds of your dog having a happy senior life. Torigen's [page tag] goal is to develop therapies that will help extend the lives of companion animals despite a cancer diagnosis. To learn more about their work and Experimental Autologous Cancer Vaccine, visit [Torigen.com](http://Torigen.com).



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

According to the American Veterinary Medical Association (AVMA) [page tag], almost 50% of deaths in dogs over 10 years of age can be attributed to cancer. Regular examinations can help catch problems in the early stages of development and increase the odds of your dog having a happy senior life. At [clinic name], we are staying on the cutting edge of companion animal oncology with a new Experimental Autologous Cancer Vaccine created from the individual pet's own tumor tissues. To learn more, reach out to our clinic to see if this new option is right for your pet.

Early Detection Branded - with call to action:

Have you noticed a new lump or bump on your pet? It's always best to have it checked just to make sure it's nothing to be concerned about. Early detection is key when it comes to receiving the best possible outcome for many tumors and cancers. A cancer diagnosis is news no pet owner wants to hear, but Torigen [page tag] is hard at work developing therapies to help provide the best possible outcome for your pet. To learn more about their Experimental Autologous Cancer Vaccine and how it might help your pet, visit [Torigen.com](https://www.torigen.com).





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Early Detection Unbranded (Variation) with call to action:

Have you noticed a new lump or bump on your pet? It's always best to have it checked just to make sure it's nothing to be concerned about. Early detection is key when it comes to receiving the best possible outcome for many tumors and cancers. A cancer diagnosis is news no pet owner wants to hear, but [clinic name] works hard to stay on the cutting edge of cancer technology. We are now offering an Experimental Autologous Cancer Vaccine that uses a portion of the pet's own tumor tissue to create personalized treatment specific to their cancer cells. If your pet has been recently diagnosed with cancer, contact our clinic today to see if your pet is a candidate for this option.

Suggested Tags:

Please tag our Facebook Page in your posts

Use #Torigen

Please tag @TorigenPets on Instagram