

FELANORM®

(methimazole) Oral Solution

The New Norm for Treating
Feline Hyperthyroidism



 Felanorm®
(methimazole)
Oral Solution

The Facts of Feline Hyperthyroidism

1

OF THE MOST
COMMON

Hyperthyroidism is one of the most commonly diagnosed endocrine conditions in cats

10

PERCENT

Hyperthyroidism occurs in about 10% of cats over the age of 10¹

3

CASES PER
MONTH

Veterinarians diagnose an average of three cases per month²

89

PERCENT

Of 300 U.S. DVMs surveyed, 89% treat hyperthyroidism in cats medically with methimazole²



Introducing Felanorm[®] (methimazole) Oral Solution

The First FDA-Approved Oral Solution for Feline Hyperthyroidism

Felanorm[®] (methimazole) Oral Solution is an easy-to-administer, honey-flavored treatment for feline hyperthyroidism. FDA-approved and now available, Felanorm allows more accurate dose titration without the stress and struggles associated with pills, potentially leading to increased compliance and improved treatment outcomes.

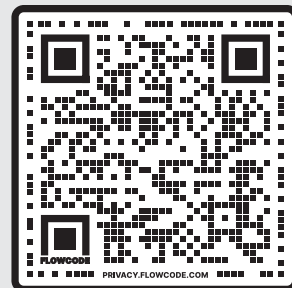


No Gel. No Pill. New Normal.

Felanorm[®] allows pet owners to avoid potential health and safety risks associated with transdermal gels, as well as the challenges involved in getting a cat to take a pill.

See it. Believe it.

There's a reason it was awarded "Easy to Give" by the International Society of Feline Medicine.³ Scan the code to see how easy it is to administer Norbrook's methimazole oral solution.



Easy to Give. Easy to Trust.

Honey flavored

Easy to give (International Society of Feline Medicine approved)³

Flexible, accurate dosing

Proven track record (over 100 million doses in UK)⁴

Less stressful dosing for clients and patients

Bioequivalent to the FDA-approved tablets containing methimazole



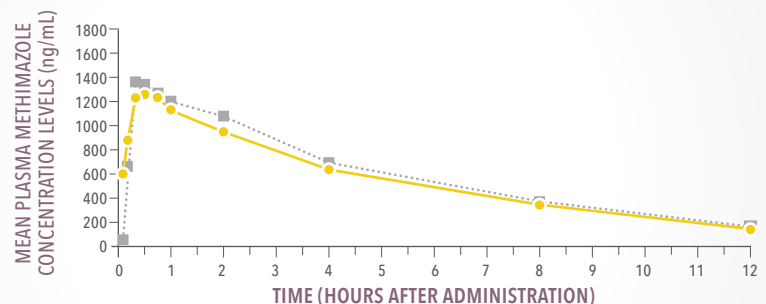
Find the Sweet Spot with Accurate Dosing

Felanorm[®] comes in 30 mL and economical 100 mL sizes. Each mL contains 5 mg of methimazole and the recommended starting dose is 2.5 mg every 12 hours. Both the 30 mL and 100 mL come with a syringe graduated in 0.25 mg increments, allowing for more flexible and precise titration of the dosage based on response to therapy.

Bioequivalent to Tablets Containing Methimazole

Mean plasma levels of methimazole demonstrating bioequivalence between the 5 mg pioneer methimazole tablet and the 5 mg/mL methimazole oral solution in cats.

- Mean of Felanorm[®] (methimazole) Oral Solution 5 mg/mL for cats
- Mean of Felimazole[®] Coated Tablets (methimazole tablets) 5 mg for cats



Prescribe with the Confidence of 100 Million Doses

Felanorm® is sold under the brand name Thyronorm® 5 mg/mL Oral Solution for Cats in the United Kingdom. Both are manufactured by Norbrook® and are the same formulation. Since it launched in June 2016, more than 100 million doses of Thyronorm have been sold in the U.K.⁴



International Accolades

In a survey of 486 veterinarians in the U.K., **90%** prescribe Norbrook's methimazole oral solution as their first therapeutic choice for treating hyperthyroidism in cats. **89%** of veterinarians surveyed found Norbrook's methimazole oral solution easier to treat feline hyperthyroidism compared to tablet forms of methimazole and **96%** have received positive satisfaction feedback from their clients.⁵



Awarded "Easy to Give" designation by the International Society of Feline Medicine (the veterinary division of International Cat Care).³

References:

- ¹AAFP Feline Hyperthyroidism Guidelines, 2016.
- ²Brakke, Veterinary Market Research: Interest in Felanorm. August 2023 (data on file).
- ³ISFM Easy-to-Give award 2017 (Note: Thyronorm® is the UK version of Felanorm; exact same formulation).
- ⁴Kynetec Sales Data, U.K. (based on standard 2.5mg dose).
- ⁵UK Survey of veterinarians – February 2024, Data on File.
- ⁶Forsythe L. 2023. Top 3 compounded drugs that can be administered in cats. Clinician's Brief. 21: 60-63.
- ⁷Marcella K. May 1, 2001. Compounding the issue. DVM360.com.
- ⁸Stanley SD. 2010. Understanding risk associated with veterinary compounding choices. AAEP Proceedings. 56: 8-11.
- ⁹Legal and Ethical Veterinary Compounding. Stable Management. 9/19/2013.
- ¹⁰Hill KE, Chambers JP, et al. 2015. Trans-pinnal movement of methimazole: an in vitro study showing that methimazole can cross from the inner to outer pinna of cats. J Feline Med Surg. 17: 1005-1011.
- ¹¹Boretti, Sieber-Ruckstuhl, et al. 2014. Transdermal application of methimazole in hyperthyroid cats: a long-term follow-up study. J Feline Med Surg. 16: 453-459.

Felanorm® (methimazole) Oral Solution vs. Compounded Methimazole Formulations

THE SWEET TRUTHS OF FELANORM®

FDA-Approved.

Felanorm® is the **first** FDA-approved oral solution for hyperthyroidism. As a veterinary best practice, an FDA-approved drug should always be the first-line treatment when selecting a dosage form.⁶

Anticipated US Interest

In a recent Brakke survey of 300 veterinarians across the U.S., **60%** of respondents said they would no longer recommend compounded oral methimazole with the availability of Felanorm®, and 20% said they would switch all their patients currently prescribed oral methimazole tablets to Felanorm.²

Value for Clinics & Clients

In most jurisdictions, veterinarians receive no revenue for scripts of compounded products. Veterinarians diagnose the case and manage it long term, yet the compounding pharmacy reaps the reward. By having Felanorm® Oral Solution available in your practice, there's no waiting for a prescription to be filled, and the product returns the revenue to your clinic.^{7,8,9}

THE BITTER FACTS OF COMPOUNDED METHIMAZOLE FORMULATIONS

There's No Guarantee

Compounded drugs with the same active ingredients may not perform comparably to available FDA-approved drugs. As a veterinarian, if you prescribe a compounded product, you assume liability for any adverse effects or efficacy failure.⁸

Potential Health and Safety Risks

Methimazole in a lipophilic vehicle applied to the inner pinna will penetrate to the outer pinna of cats. This creates potential exposure and safety concerns for humans and other household pets.¹⁰

Less Accurate and Reliable

Transdermal methimazole has been associated with more variable T4 levels making maintenance within the suggested reference range challenging. Prolonged treatment can also be associated with the need for increasing doses with time.¹¹



Believe in Better

Norbrook® is a world-class pharmaceutical solutions provider for both companion and farm animals.

We have a broad portfolio of reliable products, credible support and innovative, custom solutions that are collectively designed to break through limitations and achieve extraordinary results.

Driven by an enterprising spirit, our attentive team of professionals is committed to helping you enhance the well-being of your clients, your community and yourself.

Contact your distributor or visit FelanormVet.com to learn more about Felanorm® (methimazole) Oral Solution.

View our animal pharmaceutical products at www.norbrook.com

IMPORTANT SAFETY INFORMATION

CAUTION: As with all drugs, side effects may occur. The most commonly reported side effects are anorexia, vomiting, head/ facial pruritus or edema, depression/lethargy, weight loss, anemia, elevated liver enzymes, skin lesions, elevated BUN, diarrhea, and thrombocytopenia. Felanorm® Oral Solution is not for use in pregnant or lactating queens, or cats with renal, hepatic, or hematological disorders. In some reported cases, the patients recovered after adverse signs were recognized, the drug was withdrawn, and veterinary care was applied. In some cases, death (or euthanasia) has been reported as an outcome of the adverse reactions listed above. Methimazole has anti-vitamin K activity and may induce bleeding diathesis without evidence of thrombocytopenia. Refer to the prescribing information for complete details or visit www.norbrook.com.