

FELANORM[®]

(methimazole) Oral Solution

The New Norm for Treating
Feline Hyperthyroidism



Felanorm.
(methimazole)
Oral Solution

About Hyperthyroidism

Hyperthyroidism is one of the most commonly diagnosed endocrine diseases in cats.¹ If adequately treated and regularly monitored, most cats with hyperthyroidism can enjoy a normal life quality and life expectancy.

1 OF THE MOST COMMON

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

10%

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%

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

Treatment Options

Speak with your vet to decide which of these treatment options is ideal for your cat.

RADIOACTIVE IODINE THERAPY

Could completely eliminate disease
High initial up-front cost
Requires specialized facility

SURGERY

Could completely eliminate disease
High initial up-front cost
May require follow-up surgery

DIETARY MANAGEMENT

Prescription diet for life
Will not eliminate disease
Restricts cat from eating most treats and other food

MEDICAL MANAGEMENT

Most common approach
Manageable cost, spread out over lifetime of cat
Will not eliminate disease
Requires daily medication, (Easy to give with Felanorm®)³

Range of Symptoms

Weight loss

Ravenous appetite (polyphagia)

Increased drinking and urinating

Poor haircoat quality

Behavioral changes such as hyperactivity, irritability, aggression or heat avoidance

Vomiting and/or diarrhea

Arrhythmia or heart murmur

Hypertension (high blood pressure)

Decreased kidney function

Enlarged thyroid gland(s)

While it remains the most common approach, many of the medical management options for hyperthyroidism could be a large and bitter pill to swallow —

UNTIL NOW



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.



No Gel. No Pill. New Normal.

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



Easy to Give. Easy to Trust.

Proven track record — 100 million doses have been sold in the UK⁴

Formulation designed for cats that allows for flexible, accurate dosing

Eliminate mess and exposure risk of gel

No challenge in trying to give your cat a pill

Two convenient sizes — 30 mL and an economical 100 mL

Syringe provided for easy oral administration



Awarded Easy to Give (ISFM certified) designation by International Society of Feline Medicine³

Testing and Monitoring

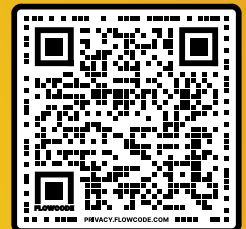
Hyperthyroidism is diagnosed based on the physical symptoms your cat demonstrates along with a physical examination and blood tests. The blood tests generally include a “blood chemistry panel” that includes a T4 (thyroid hormone) level, a CBC (complete blood count), and a urinalysis. Your veterinarian may recommend other tests such as a blood pressure measurement and a cardiac ultrasound. These tests will determine if your cat’s thyroid level is elevated and will evaluate your cat’s organ function and overall health.

Once your cat’s hyperthyroidism is treated, regular blood testing will be recommended to monitor your cat’s health and to evaluate response to treatment.

If you have questions about your cat’s health or ongoing treatment, please speak with your veterinarian.

See it. Believe it.

There’s a reason Felanorm[®] 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.





Learn more about Felanorm[®] at
www.Felanorm.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.

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).

⁴Kynotec Sales Data, U.K. (based on standard 2.5mg dose).

US Patent Numbers: 10,045,967, US 11,123,327 and US 11,738,005

©2024 Norbrook Laboratories Limited. The Norbrook logo and Felanorm are registered trademarks of Norbrook Laboratories Limited. 771-24-065