

The following template provides suggested wording that veterinary practices may use when contacting their pet owners as part of a disease awareness campaign. The content, either in part or in whole, does not constitute promotion of a veterinary medicinal product. This is an educational service from Boehringer Ingelheim Limited, Animal Health Division makers of Semintra®. Date of preparation: April 2017. Semintra® is indicated for the reduction of proteinuria in cats with chronic kidney disease. If you have any questions about the campaign or require further information contact your Boehringer Ingelheim Territory Sales manager or phone 1800 038 037.

Dear Mr/Mrs/Miss **{insert surname}**,

Did you know that up to 1 in 3 older cats may have chronic kidney disease,¹ a condition that progresses gradually and most often cat owners are unaware of the early signs.

Cats hide illness very well, so it's important to be aware of the signs of chronic kidney disease, as early diagnosis helps ensure that the best treatment outcomes are achieved.

There is a range of effective treatments for the management of chronic kidney disease, so that cats can enjoy a good quality of life – often for many years.

For more information about chronic kidney disease and the signs to look out for, please refer to the attached leaflet.

If you see any of the signs in **{insert cat's name}**, please call us on **{insert practice number}** today to arrange an appointment.

Yours sincerely,

{Insert signature and practice details as appropriate}



haveweseenyourcatlately.com.au

healthykidneysforcats.com.au

1. Elliott, J., and G. Grauer. 2007. *BSAVA Manual of Canine and Feline Nephrology and Urology* (Wiley).