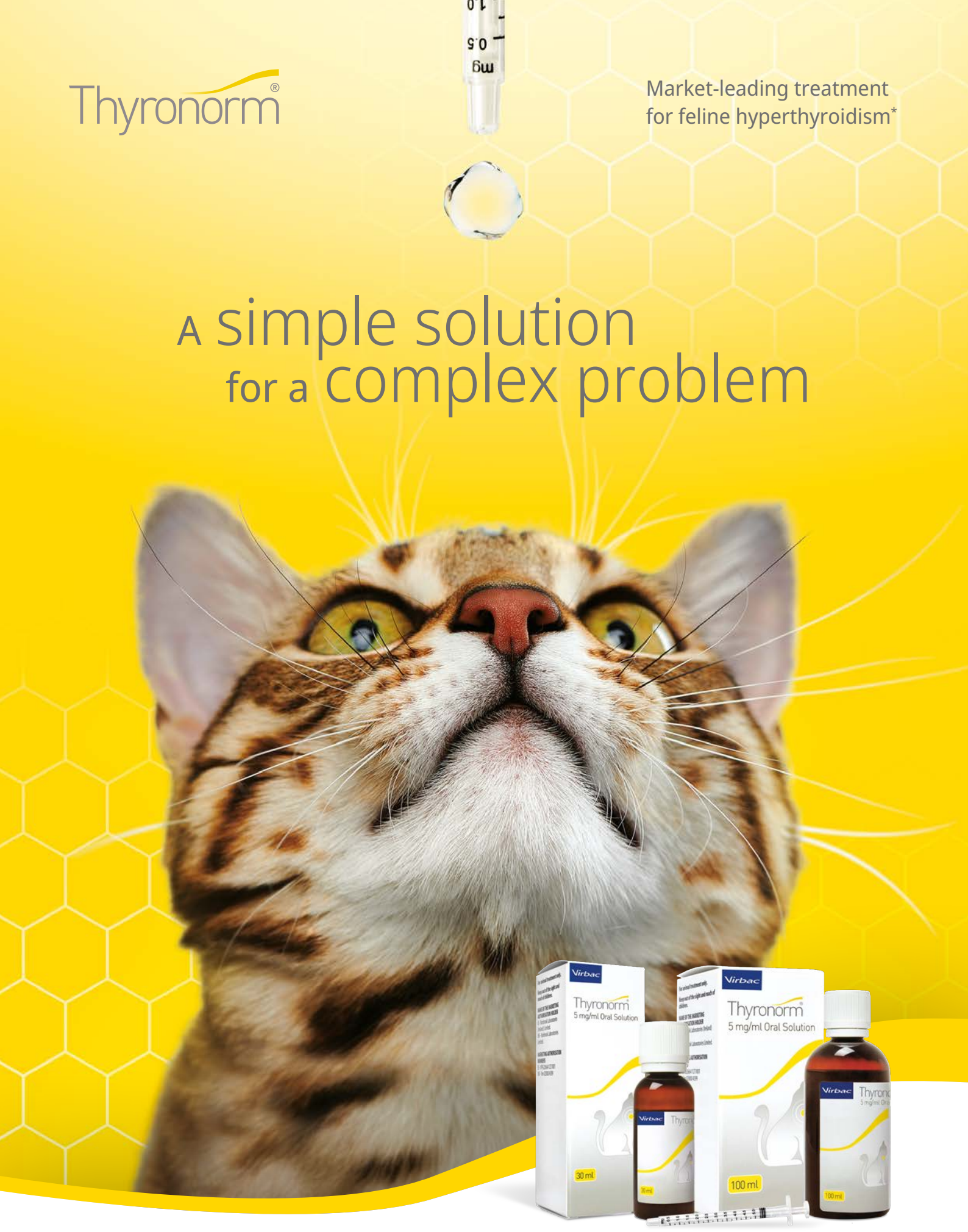
Thyronorm®

Market-leading treatment
for feline hyperthyroidism*

A simple solution for a complex problem



EASY TO GIVE

Shaping the future of animal health
Virbac

Hyperthyroidism
a complex problem



Prevalence

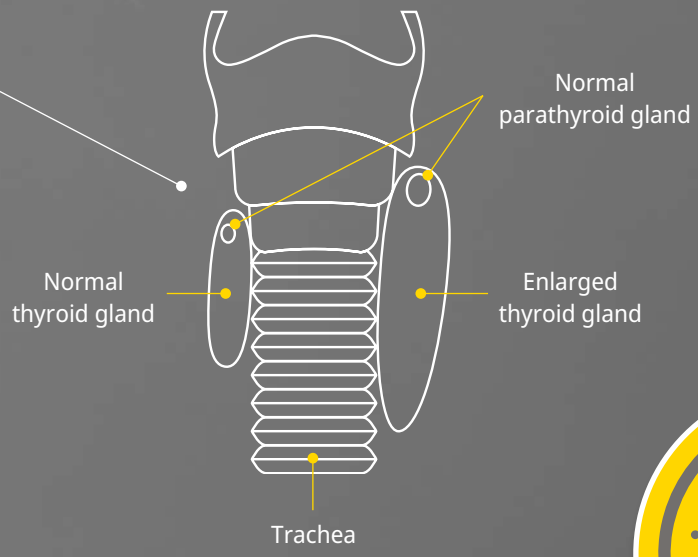
Hyperthyroidism affects 12% of cats over the age of 9[1] and is the most common endocrine disease in cats.

Clinical signs of hyperthyroidism

Weight loss and polyphagia combined with hyperactivity, excessive vocalisation, vomiting and polyuria-polydipsia are very common. Tachycardia or tachypnea may also be present.

Diagnosis

Palpable goitre, elevated total thyroxine (tT4) and free T4 (fT4) are extremely specific for the diagnosis of hyperthyroidism in cats. If the patient displays clinical signs of hyperthyroidism but their tT4 is normal, a fT4 test can be carried out to confirm a diagnosis.



PREVALENCE 12% OF CATS OVER AGE 9[1]

Market-leading Thyronorm®

The Trusted Leader in Feline Hyperthyroidism:

As the UK's market-leading treatment* for feline hyperthyroidism, Thyronorm® is the preferred choice for clinicians seeking a balance of efficacy and ease of use. While traditional tablets can be difficult for owners to administer impacting the cat-owner bond, Thyronorm® offers a simpler solution. Its honey flavoured liquid suspension ensures ease of administration, fostering long-term compliance.



EASY TO ADMINISTER
EASY TO DOSE

A simple solution

Awarded the International Society of Feline Medicine (ISFM) "Easy to Give" status, Thyronorm® facilitates owner compliance.

92% "Easy to give" say **92%** of vets[3]

96% **96%** of vets have had positive feedback from owners using Thyronorm®[3]

98% **98%** of vets find that Thyronorm® makes accurate dosing simpler[3]

30ml & 100ml bottles

"Two bottle sizes allow us to dispense the appropriate amount depending on the client's circumstances."

Mr Henry Dove BVetMed MRCVS
Partner, Rutland Veterinary Centre

6 months in use shelf life

"Thyronorm® is ideal for titrating small and in-between doses."

Mr Duncan Mitchell BVetMed MRCVS Partner, Culverden Vets

Plastic bottles

"I like that the product is in plastic bottles as it prevents breakage and spillage."

Rosario Gutierrez VM MRCVS
Practice Owner and Principle Vet,
Horsebridge Veterinary Practice

Enhanced acceptability

Honey flavoured Thyronorm® is highly acceptable[4] to cats. Administration via a simple oral syringe allows for precise titration. Please follow the dosing guidance below:

HONEY FLAVOURED THYRONORM®





Dosing

- The starting dose is **5mg** of thiamazole per day, **divided into two** and administered **morning** and **evening**.
- **It is possible to give a once daily dose of 5mg if required to support compliance but a 2.5mg dose given twice daily may be more efficacious in the short term.**
- In order to enhance stabilisation of the hyperthyroid patient the same dosing schedule relative to feeding should be used daily.[5]

Monitoring

Haematology, biochemistry and serum total tT4. Testing should be assessed before initiating treatment and at 3 weeks, 6 weeks, 10 weeks, 20 weeks, and thereafter every 3 months.

98% of vets find that Thyronorm® makes accurate dosing simpler[3]

89% of vets find it easier to treat hyperthyroidism with Thyronorm®, compared to tablets[3]

EASY TO GIVE

Thyronorm®
a simple solution

Brought to you by

Virbac

Animal health experts Virbac, strengthening the partnership between veterinary surgeons, pet owners and the pets under their care.



Thyronorm® offers a simple solution for the management of feline hyperthyroidism through a highly palatable oral solution. Precise titration enables accurate dose adjustments, while the option for once-daily dosing supports long-term compliance.

87.4% of owners prefer using liquids for long-term[2] medication of their cats.



SCAN to sign up to the Virbac CPD Hub

Exceptional support for your practice

Now part of the Virbac portfolio, Thyronorm® is backed by dedicated technical support and a comprehensive suite of clinical resources, client support materials and online CPD learning. To facilitate effective client communication and long-term case management, Virbac provide educational materials for your clients, focused on the awareness, management and treatment of feline hyperthyroidism.



Thyronorm® from Virbac
a strong combination

Thyronorm® is now brought to you by Virbac, combining a trusted solution with specialist expert support. Virbac has over 50 years of expertise in veterinary pharmaceuticals and nutrition, and is recognised for its leadership in feline medicine.

Our product portfolio reflects our long-standing commitment to supporting veterinary surgeons with innovative solutions that elevate the standard of care in companion animal health.

For further information about Virbac's products and support, visit **vet-uk.virbac.com**

References:

1. Wakeling J, Melian C, Font A, et al. Evidence for differing incidences of feline hyperthyroidism in London UK and Spain. In: Congress Proceedings 15th ECVIM-CA, Glasgow, Scotland, Poster 43; 2005, p220
2. Zimmerman, T.M. et al. (2014) Ease of use of Semintra-cat owner feedback under European field conditions. J Feline Med Surg. 16, 764
3. Survey results from 483 vets who have used Thyronorm (March 2024)
4. ISFM easy to give award 2017
5. Veterinary Medicines Directorate (VMD). (2025). Thyronorm 5 mg/ml Oral Solution for Cats: Summary of Product Characteristics. [online] Available at: https://www.vmd.defra.gov.uk/productinformationdatabase/files/SPC_Documents/SPC_997438.PDF [Accessed 23 May 2025]

*Kynetec VetTrak Sales Data, December 2025

Thyronorm® 5mg/ml Oral Solution for Cats contains 5mg/ml thiamazole. POM-V

Further information is available from the product datasheet or from:
Virbac Limited, Woolpit Business Park, Windmill Avenue, Woolpit, Bury St Edmunds, Suffolk, IP30 9UP.
Tel: 01359 243243 Email: enquiries@virbac.co.uk Web: uk.virbac.com

Prescription decisions are for the person issuing the prescription alone.
Use medicines responsibly www.noah.co.uk/responsible

Shaping the future of animal health

Virbac