CF PHARMA VET • CUSTOMER-FACING CAMPAIGN BRIEFING

DuoTox

Pet poisoning: new data, new risks, more campaign opportunities

Evidence and insights to support a national marketing campaign

RECENT METRICS • EMERGING HOUSEHOLD RISKS • YEAR-ROUND ACTIVATION

WHY NOW

Pet poisoning is a timely, year-round campaign topic

Recent data signals growing claim activity and an expanding household exposure landscape.

+19%

increase in dog toxicity-related insurance claim frequency

Canada • 2020–2025

+27%

increase in cat toxicity-related insurance claim frequency

Canada • 2020–2025

5×

human versus veterinary medicines in a recent canine series

223 dogs • published 2025

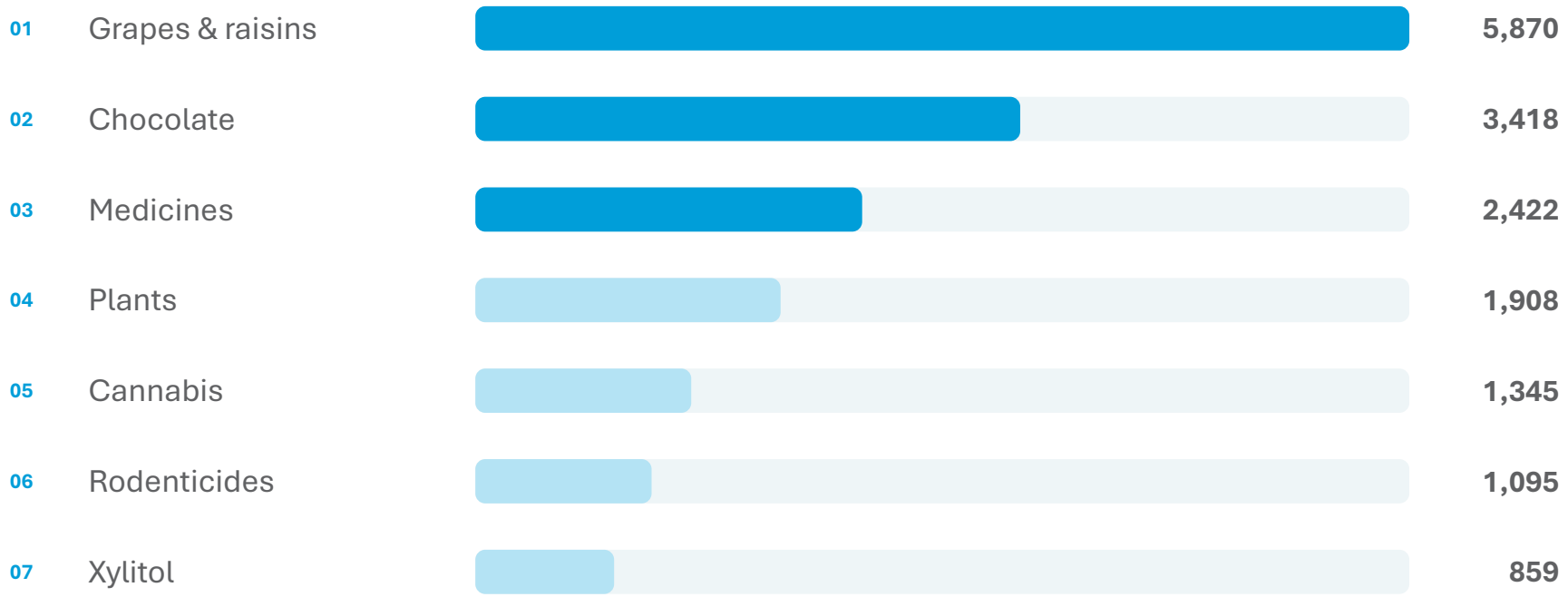
CAMPAIGN OPPORTUNITY Move beyond “seasonal accidents” to a modern, always-on household risk story.

Sources: Trupanion Pet Toxicity Claims Study (Canada), 2026; Kennedy et al., Canadian Veterinary Journal, 2025.

EXPOSURE LANDSCAPE

Food hazards still lead — but the risk landscape is broader

Recent insurance claims provide a simple hierarchy for campaign content.



CAMPAIGN CONTENT PILLARS

- FOOD
- MEDICINES
- HOME & GARDEN
- EMERGING RISKS

Insurance claims, Canada
January 2020–December 2025

Source: Trupanion Pet Toxicity Claims Study, 24 March 2026. Counts are Canadian insurance claims.

EMERGING HOUSEHOLD RISKS

The exposure story is moving beyond a tablet dropped on the floor

Modern homes create new contact routes and new reasons to refresh owner education.

01

HUMAN MEDICINES

Human medicines were five times more frequent than veterinary medicines in a recent canine exposure series.

Handbags • bedside tables • visitors' luggage

02

TOPICAL TREATMENTS

Minoxidil and medicated creams can expose pets through treated skin, hands or contaminated surfaces.

Applied to you. Accessible to them.

03

HIGH-ACTIVITY PRESCRIPTIONS

ADHD medicines, antidepressants and sleep medicines create a strong safe-storage story.

One dropped capsule can become an emergency.

04

CANNABIS

Cannabis ranked fifth in the recent claims dataset, with 1,345 claims recorded over six years.

A recognisable emerging-risk content pillar.

Safe storage is the shared message: keep medicines, topical products and edibles out of reach.

Sources: Kennedy et al., 2025; VPIS prevention guidance; Pet Poison Helpline guidance; Trupanion, 2026.

YEAR-ROUND ACTIVATION

One platform. Four high-relevance moments across the year.

Refresh the risk story as household routines, food and outdoor exposure change.

FEB–APR

Valentine's & Easter

Chocolate • hot cross buns • lilies

MAY–AUG

Home & garden

Xylitol • garden products • blue-green algae

SEP–NOV

Autumn outdoors

Mushrooms • rodenticides • seasonal foraging

DEC–JAN

Festive & winter

Chocolate • raisins • visitors' medicines • antifreeze

ALWAYS-ON CALL TO ACTION

If exposure is suspected, contact a veterinary professional immediately — even if the pet appears well.

Sources: European poison-centre seasonal data; VPIS seasonal prevention guidance.

2026 CLINICAL UPDATE

New guidance moves beyond the rigid one-hour rule

The international consensus includes UK veterinary toxicology input.



CAMPAIGN HOOK

“The one-hour rule has changed — and the UK toxicology community helped shape what replaced it.”

Clinical decisions remain toxicant- and patient-specific.

Source: Hoegberg et al., Clinical Toxicology, 2026; Nicola Bates (VPIS) listed as co-author.

CAMPAIGN RECOMMENDATION

Build one national platform — then refresh the reason to engage

Use recent metrics to attract attention, practical education to build trust and seasonal content to sustain reach.

01	LEAD	Rise in toxicity-related claims
02	RECOGNISE	Familiar exposure categories
03	REFRESH	Modern household risks
04	ACTIVATE	Seasonal moments
05	RESPOND	Fast veterinary contact

NOT ALL TOXINS BEHAVE THE SAME WAY.

Position DuoTox within veterinary-directed, toxicant-specific management — not as a universal antidote.

RECOGNISE • RESPOND • MANAGE

Campaign recommendation informed by Trupanion 2026, Kennedy et al. 2025, VPIS guidance and Hoegberg et al. 2026.