

## Social Media Kit – Sample Posts

Please find below a few examples of social media posts that you can either use as-is or use as inspiration to create your own posts.

### Facebook Posts

Any post you make that includes the link to the study in the sample posts below (<https://link.biote.info/vq4>) will auto-populate with a default image, but feel free to use one of the provided ones in your kit instead!

#### **Sample Facebook Post 1:**

A new study published by [@BioTEMedical](#) Medical Advisory Board Members Dr. Gary Donovitz and Mandy Cotton showed a 35.5% reduction in breast cancer in women taking testosterone therapy. Learn more about this groundbreaking study here: <https://link.biote.info/vq4>

#### **Sample Facebook Post 2:**

Are you concerned about your breast health?

A recent study authored by [@BioTEMedical](#) Advisor Board Members Dr. Donovitz and Mandy Cotten found women who took testosterone as part of hormone optimization therapy had a 35.5% lower incidence of invasive breast cancer.

Schedule a visit today to check your hormone levels and see if you are a candidate for BioTE bioidentical hormone replacement therapy (BHRT)!

Learn more about this study here: <https://link.biote.info/vq4>

#### **Sample Facebook Post 3:**

Did you know that our method of hormone optimization is backed by science?

As a BioTE Certified Provider, I am proud to be part of a dedicated network of medical professionals advancing the science and research behind hormone optimization.

[@BioTEMedical](#) Founder Dr. Donovitz just published a 9-year retrospective study that found women who took testosterone as part of bioidentical hormone replacement therapy (BHRT) had a 35.5% lower incidence of invasive breast cancer. Learn more here: <https://link.biote.info/vq4>

Experience the numerous benefits of hormone optimization for yourself! We'll walk you through the science and check your hormone level to see if you are a candidate for BHRT.

## **Instagram Posts**

If you would like, post the following link in your Instagram bio for your patients to click through to learn more about this study: <https://link.biote.info/b9x>

### **Sample Instagram Post 1:**

Curious About the Science Behind Hormone Optimization?

[@BioTEMedical](#) Medical Advisory Board Members Dr. Gary Donovitz and Mandy Cotton have published results of a 9-year retrospective study that found women who took testosterone had a 35.5% lower incidence of breast cancer.

Key highlights:

- Included real-world data from women ages 29-87
- Second, and largest, long-term study showing such benefits

Reach out to us today to see if you could benefit from hormone optimization!

#thebiotedifference #biote #biotemedical #hormoneoptimization #biotemethod #breastcancer  
#breastcancerresearch #medicalresearch #preventativehealthcare

### **Sample Instagram Post 2:**

Is breast health something that's been on your mind recently?

A new study found women who took testosterone using the BioTE Method (via bioidentical hormone pellets) had a 35.5% lower incidence of invasive breast cancer compared to a control group – this could have big implications in our understanding of the role hormone optimization therapy can play in our long-term health.

Schedule a visit with us today to check your testosterone levels (which is just as important for women as it is for men!) and see if you could benefit from hormone optimization therapy using the [@BioTEMedical](#) Method!

#thebiotedifference #biote #biotemedical #hormoneoptimization #biotemethod #breastcancer  
#breastcancerresearch #medicalresearch #preventativehealthcare

### **Sample Instagram Post 3:**

A new study published by [@BioTEMedical](#) Medical Advisory Board Members Dr. Gary Donovitz and Mandy Cotton has found that found women who took testosterone as part of bioidentical hormone replacement therapy (BHRT) had a 35.5% lower incidence of invasive breast cancer. Call us today to see if you could benefit from the clinically-proven [@BioTEMedical](#) Method!

#thebiotedifference #biote #biotemedical #hormoneoptimization #biotemethod #breastcancer  
#breastcancerresearch #medicalresearch #preventativehealthcare

Testosterone hormone optimization has been shown to reduce the incidence of invasive breast cancer in women.

”



— Gary Donovan, MD, FACOG, &  
Mandy Cotten, DNP, APRN, FNP-C

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