

We've missed you!

We've noticed that your special family member has not visited our practice in the past six months and we wanted to share with you some of the professional services available to help keep your pet happy and healthy.



We understand the challenge it can be for pet owners to provide routine quality pet care to that special family member. Holding back on pet health care is a reflex, especially if you feel you have no control over the final cost of services.

We want to work with you to take care of your pet's important regular exams and most pressing needs, while **we stay within the limits of your budget.**

PLEASE DO NOT put off your pet's veterinary care as this frequently leads to more serious and expensive health care problems. We hope you will take advantage of our **Pet Care Savings Booklet**, and let us help keep your pet happy and healthy!

The caring staff of Waunakee Veterinary Clinic

P.S. We now offer Laser Therapy Treatment. The medical problems that can be treated using the laser can bring fast comfort to your pet. It is a non-invasive treatment that actually stimulates the body to heal from within.
Ask us how laser therapy may help your pet!



7X SEVEN TIMES

Most of us don't need a medical checkup more than once a year, but pets are different. Pets, on average,

age up to **SEVEN TIMES FASTER** than humans, and by age 2, most have already reached adulthood. At age 4, many pets are entering middle age. By age 7, dogs are considered seniors, and at age 10 they enter the geriatric stage of their lives.

THE BOTTOM LINE! Taking your pet to the veterinarian once a year is the same as seeing your doctor just once every seven years! You would not wait seven years to see your doctor or dentist for a checkup. Some pets are notorious for hiding signs of illness until they are almost at a crisis stage. **Wellness care is a critical part of your pet's health.**

General Wellness Pet Health Exam.. \$48
Special 60-day "Miss You" price \$39
Senior Extended Wellness Exam ... 20% OFF
Please present this booklet. Expires 60 days from postmark.

Your best friend can't say "ouch"!



MANY TIMES pets are sicker internally than they let us know. A routine wellness exam can identify or prevent medical conditions early before they become major problems.

Conditions such as dental disease, diabetes, arthritis, allergies and heart disease can be diagnosed early, and many cancers, especially breast cancer, can also be detected.



SAMPLE



112345 Any St
Waunakee, WI 53597

ph. (608) 987-6543
www.waunakeevetclinic.com

We've missed you!



Please use this QR code to add us to your address book. Thank you.

SPECIAL PET CARE OFFERS EXPIRE **60 DAYS** FROM POSTMARK!



MARC AND JANE MORGAN
1234 ANY STREET
WAUNAKEE, WI 53597

phil winter's marketing communications • www.philwinter.com • 800-803-8832



Your Pets Our Passion

SAMPLE



We've missed you!



12345 Any St. • Waunakee, WI 53597
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"We've Missed You"
This Self-mailer Professional Services Booklet is designed to be mailed to clients who have not visited your practice in six months. They are getting pet food, flea control and other pet care supplies from somewhere.
Why can't it be you?

PROFESSIONAL VETERINARY SERVICES BOOKLET

Parasites & Zoonotic Disease

ZOONOSIS refers to a parasite or disease, like rabies, that can be passed from animals to humans. Members of your family can unknowingly pick up **ZOONOTIC PARASITES** at the park, on a sidewalk or even in their own backyard. Children are especially vulnerable to zoonotic parasites, mostly because children play outside and sometimes have a tendency to put objects in their mouths.

The most common zoonotic parasites are **roundworms** and **hookworms**. It is **estimated that at least 14%** of the U.S. population has been exposed. **Every year, an estimated 70 people, most of them children, are blinded by toxocariasis.** The true numbers are believed to be even higher, according to the CDC.

You want to keep your pet healthy and your family safe from disease.

Advanced parasite control medication for your pet is available. Because the risk of parasites is often year-round, **we recommend a monthly parasite prevention program and a regular microscopic examination of your pet's stool.**



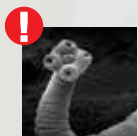
Roundworm effect on the eye



Roundworms



Whipworms



Tapeworms



Hookworms

Can be transmitted to humans

Fecal Parasite Laboratory Test..... \$25

Please bring in a fresh stool sample for your fecal test.

Special 60-day "Miss You" price \$12

Please present this booklet.

With Regular Wellness Pet Exam..... \$7

Expires 60 days from postmark.

! We have COMPETITIVE pricing on all parasite prevention medication.

Protect Your Pet from Loss or Theft with a Pet I.D. Microchip



Each year more than a million pets are lost!

You can greatly reduce the risk of losing your pet if you provide it with a Pet Identification Microchip.

SAMPLE



This "high-tech" mechanism is a tiny computer chip that is programmed with an identification number that can be scanned by veterinarians and animal shelters. The chip is small enough to fit into a hypodermic needle, which is used to inject the microchip under the skin of your pet. The procedure is not painful, and the microchip lasts the life of your pet.

The **pet identification number** programmed into the microchip is registered with a national tracking database system that can provide your name, address and telephone number. When receiving a lost pet, a shelter, humane society or veterinarian uses a special handheld scanner to detect and read the microchip. The identification number enables the owner to be found 24 hours a day, seven days a week.

HomeAgain® Pet I.D. Microchip \$38 Appointment recommended.

Special 60-day "Miss You" price \$20 Please present this booklet. Expires 60 days from postmark.



Questions? ASK US – we're here to help!

Progressive Dental Health Care Program

THE NUMBER ONE PET HEALTH

PROBLEM diagnosed in dogs and cats is oral disease. We continue to promote a preventive dental care in maintaining your pet's oral health. Oral disease can be **PAINFUL** to both dogs and cats. Regular exams and cleanings are important to keep your pet happy and healthy!

DESIGN NOTES: You can edit any elements to meet your unique practice requirements and, if desired, include your own practice photos.



HELP your pet live longer!

Studies have shown that YEARLY teeth cleanings provide these benefits:

- Reduce plaque and tartar formation
- Decrease gum and tooth infections
- Help prevent bad breath and oral pain
- Help prevent heart, kidney and liver disease



BEFORE



AFTER

Dental disease puts stress on your pet's immune system and may lead to serious liver, kidney and heart disease. We provide an extensive dental care program. **Optimum dental care truly is a fountain of youth for your pet.**

Professional Dental Cleaning \$325 Appointment required.

Special 60-day "Miss You" price ..\$199* Please present this booklet. Expires 60 days from postmark.

15% OFF all home dental care products

* Offer applies to anesthesia, ultrasonic descaling, polishing, preanesthetic testing, pain medication and post-op recovery. Extractions and antibiotics, if needed, are not included but are discounted.

What Are the Benefits of Feeding a Premium Pet Food?

Pets being fed a premium diet typically have shinier, more luxurious coats; bright sparkles in their eyes; moist noses; smaller, firmer stools; and overall better health. A high-quality diet is especially important in maintaining a strong, responsive immune system so your pet can fight infections and make quick recoveries from illnesses or accidents. In addition, premium diets contain the proper balance of vitamins and minerals required for ongoing tissue repair and maintenance.

It's **IMPORTANT** to regularly review with your veterinarian your pet's current lifestyle and the unique nutritional needs associated with each life stage.



Nutrition questions?

ASK US – we're here to help!

ROYAL CANIN



Professional Grooming Offer

Our professional groomers and gentle bathers are pleased to offer a variety of services. Routine and medicated shampoos are available to keep your pet's coat comfortable and cleansed.

20% OFF "Miss You" Professional Grooming Appointment

Please present this booklet. • Expires 60 days from postmark.