



# Are You Seeing a **DECLINE** in Feline Exam Visits?

## Feline Health Awareness Postcard 4"x9"

### "10 Signs of Illness in Cats"

Get the word out on feline pet health and increase client visits with our **"10 SIGNS OF ILLNESS IN CATS"** direct mail postcard.

**THERE IS A REASON** – Each week and each month they keep on doing it! Have you ever wondered why your mailbox is filled with postcards, flyers and letters from businesses big and small? **BECAUSE IT WORKS** – 52% of American households say they purchase products and services advertised through direct mail.

**7x** Pets age at a rate of five to seven times our aging process. So, regular exams are very important to their well-being.

**T**oday, most aspects of veterinary medicine are geared toward **PREVENTIVE CARE**. We believe proactive preventive care not only will improve the quality of your pet's life but will **ADD YEARS** to it.

A routine checkup allows your veterinarian to identify or prevent medical conditions early, before they become major problems.

When simple diagnostic lab work is combined with regular examination, kidney and liver disease, anemia, and other internal problems can be discovered before any clinical symptoms appear. Many veterinarians believe cats hide illness better than dogs, and pet owners may not realize there is a problem.

**IMPORTANT** Often pets are sicker internally than they let us know externally, and a simple exam could prove to be a lifesaver.




1102 Stephenson Lane  
Waunakee, WI 53597  
ph. (800) 803-8832  
www.YourPetsOurPassion.com

**\$10 OFF FELINE WELLNESS EXAM**  
PLEASE CALL TO SCHEDULE AN APPOINTMENT  
PLEASE PRESENT THIS CARD - EXPIRES 12/31/2012

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

PHIL WINTER  
3707 5TH AVE. #159  
SAN DIEGO, CA 92103-4221






**10 Signs of Illness in Cats**

Sometimes it's difficult to identify when your cat's not feeling well. Watch for these signs of illness, and consult with your veterinarian as soon as possible if your pet begins to show any of them.

- 1 Inappropriate Elimination**  
A cat that urinates inappropriately could have any number of conditions associated with behavior, including urinary tract disease, kidney disease, urinary tract infection, and diabetes.
- 2 Changes in Interaction**  
Cats are social animals, so changes in interactions with humans or pets can signal disease, fear, anxiety, or pain.
- 3 Changes in Activity**  
A decrease in activity is often a sign of arthritis or systemic illness, while an increase in activity can be caused by hyperthyroidism.
- 4 Changes in Sleeping Habits**  
If your cat is sleeping more than normal it could be a sign of an underlying disease.
- 5 Changes in Food and Water Consumption**  
Decreased food intake can be a sign of several disorders, ranging from poor dental health to cancer. Increased food consumption can be caused by diabetes, hyperthyroidism, or other health problems.
- 6 Unexplained Weight Loss or Gain**  
Sudden weight loss can be a sign of hyperthyroidism, diabetes, or a host of other diseases. Obesity, on the other hand, can cause an increase risk of diabetes, joint disease, and other problems.
- 7 Changes in Grooming**  
Patches of hair loss or a greasy or matted appearance can signal an underlying disease. An increase in grooming may signal a skin problem.
- 8 Signs of Stress**  
Stressed cats may exhibit signs of depression, hide more, or spend more time awake and scanning their environment. These signs may indicate a medical condition.
- 9 Changes in Vocalization**  
An increase in vocalization or howling is often seen with an underlying condition such as hyperthyroidism or high blood pressure. Many cats also vocalize more if they are in pain or anxious.
- 10 Bad Breath**  
Bad breath is an early indicator of an oral problem.



ph. (800) 803-8832

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## Feline Health Awareness Card

**FAX ORDER TO 888-302-8832**

### A Design and Print Fees

**Feline Health Awareness Postcard (4"x9")**

Custom design charge - \$119  
(includes 2 proofs, each additional proof is \$39)

- Print 250 - \$199 + s/h
- Print 500 - \$249 + s/h
- Print 1,000 - \$349 + s/h

**DESIGN NOTE:** You will be sent a design proof to review. You can edit any elements to meet your unique practice requirements.

Design optional QR-code add \$18

- ### B Include AAHA logo in project YES NO
- Include practice logo in project  YES  NO
- Include social network icons  YES  NO

circle your choices



**PLEASE EMAIL LOGO OR PHOTOS TO:** phil@philwinter.com

### C What color theme would you like us to follow for your postcard?



Postcard (see website) color key # \_\_\_\_\_  
or color theme \_\_\_\_\_

### D Comments / Special Requests:

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Practice Name: \_\_\_\_\_

Veterinarian: \_\_\_\_\_

Circle Credit Card Type: VISA MASTERCARD AMX DISCOV

C.C. #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC# \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

FAX #: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Signature: \_\_\_\_\_