

## BRICKELL BAY ANIMAL HOSPITAL

Pet Safety Tip – use double-sided pet ID tags

SAMPLE



Add our phone number to the **BACKSIDE** of your pet's ID Tag. If injured or if the person finding your pet is unable to contact you they can bring your pet to our clinic.

Order double-sided tags from [www.boomerangtags.com](http://www.boomerangtags.com)

## Fun Facts – Top Pet Names for 2012

### DOGS

1. Bella
2. Max
3. Buddy
4. Daisy
5. Bailey
6. Coco
7. Lucy
8. Charlie
9. Molly
10. Rocky

### CATS

1. Kitty
2. Bella
3. Tiger
4. Max
5. Smokey
6. Shadow
7. Tigger
8. Lucy
9. Chioe
10. Charlie

## Pet Health Insurance

*Please – don't put it off!*

The **number one** reason people cite for not purchasing a pet insurance policy is they **"didn't get around to it."** Often pet parents will wait until their pet is already injured or ailing before looking for a pet insurance policy.

The truth is, the best time to protect your pets when they are young and healthy arise, ensures that any accidents, illness be covered, with no concern about price (according to claims data young pets are 3 times more likely to have an unexpected illness).

There are lots of pet insurance plans available. Our staff for brochures and recommendations. Google and type in **"pet insurance."** [www.PetInsuranceReview.com](http://www.PetInsuranceReview.com) and read the comments and testimonials about the different plans.



*Questions – just ask us! ph: 786-231-1111*

[www.BrickellBayAnimalHospital.com](http://www.BrickellBayAnimalHospital.com)



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**– FACT –**

Study shows postal mail to be more effective than phone and email.



## Find Your New Best Friend

### Pet Shelters Myths & Facts:



**MYTH:** Shelter pets aren't spayed or neutered.

**FACT:** Most shelter pets are spayed or neutered, and some come with other benefits – such as a microchip.

**MYTH:** You can't find a purebred pet at a shelter.

**FACT:** 25% of all dogs in shelters are purebreds, which just goes to show you really can find all types of dogs and cats at shelters.

**MYTH:** Shelter pets are prone to bad behaviors or health problems.

**FACT:** Shelter pets are no more prone to behavior or health problems than any other pet. In fact, most shelter pets receive extensive medical observation and care at the shelter to make sure they are healthy and ready for adoption!

**MYTH:** Shelter pets are harder to train.

**FACT:** Many shelter pets receive training and socialization **BEFORE** adoption to help make the transition into their new family easier.

**!** We provide a free initial wellness exam for any shelter pet you adopt.

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**How can you increase practice growth? Use postcards to increase client communications!** 72% of people surveyed said they read direct mail. **52% of American households** said they purchased products and services received from direct mail. *You should be doing it!*

**SPECIAL DENTAL OFFER** — We continue to promote the importance of pet dental care. Present this postcard to receive **15% OFF** any of our home dental care products. *Ask Us!* (not valid with other offers • expires 60 days from postmark)

