

Online Pet Pharmacies – Protect Yourself and Your Pet

The U.S. Food and Drug Administration (FDA) urges pet owners who shop for prescription pet medicines online to make sure they remain aware of exactly what they are buying.

You've seen TV advertisements for Internet pet pharmacies –

"Affordable pet prescriptions!"

"Pet meds at discount prices!"

"No prescription required!"

"Your best source for pet meds!"

Some of these pharmacies promote the convenience of home shopping with the benefit of big savings but are they a wise option for you and your pet?

Internet sites that sell pet drugs can be reputable pharmacies. However, others are fronts for businesses breaking Federal, State and sometimes International law. **Illegal online pharmacies may sell medicines that are counterfeit, outdated, mislabeled, incorrectly formulated, or improperly made or stored.** You are always welcome to call our office to discuss any questions you may have with veterinary online pharmacies.

Please review our requirements for working with a Pet Internet Pharmacy along with the important benefits our pharmacy offers to you and your pet.

Keeping your pet healthy and happy is important. From routine, to advanced optimal care, our veterinary practice is proud to offer the very best in veterinary medicine.

For additional information from the FDA you can visit the following website:

www.fda.gov/AnimalVeterinary/ResourcesforYou/AnimalHealthLiteracy/ucm203000.htm

NEW Trifexis
(spinosad + milbemycin oxime)

! FLEAS

HEARTWORMS

! ROUNDWORMS

! HOOKWORMS

WHIPWORMS

SPECIAL NOTE: Use this back panel to promote your current parasite prevention recommendations. **ASK YOUR PHARMACEUTICAL REPS FOR HELP... THEY WANT TO GROW THEIR BUSINESS TOO!**

New broad-spectrum parasite protection in a chewable tablet

! Can be transmitted to humans

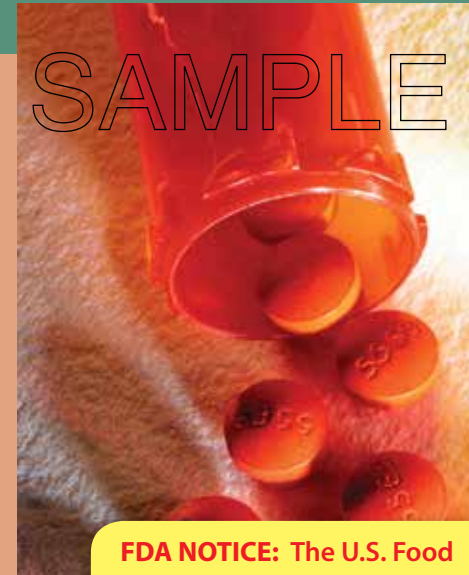
Animal Family Veterinary Care is excited to recommend Trifexis™ – the next-generation parasite prevention tablet with these exceptional client and pet advantages –

- This once-monthly chewable tablet prevents heartworm disease and treats and controls fleas, hookworms, roundworms and whipworms.
- Trifexis starts killing fleas within 30 minutes of application.
- Because it cannot be washed away, the tablet is an ideal choice for dogs that swim or are bathed frequently. No topical solution means no messy application to your pet and no stains on clothes, carpet or furniture.
- **Green chemistry** – Spinosad was awarded a Presidential Green Chemistry Challenge Award by the EPA, demonstrating a favorable environmental profile.

6011 Any St. • Anytown, USA 98765
ph. (999) 888-7777 • www.yourwebpage.com

*** New Back Panel Layout Option Available ***

animal family
a passion for healthy pets



FDA NOTICE: The U.S. Food and Drug Administration (FDA) cautions pet owners who shop for prescription pet medicines online.

ORDER FROM

Phil Winter's Marketing Communications
Ph. (800) 803-8832 • www.philwinter.com

Pet Internet Pharmacies

what you need to know...

ph. (999) 888-7777
www.yourwebpage.com

We want you to know —

Our clients always have the option of having a prescription filled at an Internet pharmacy. However, because some Internet pharmacies have dubious business practices, we will need a direct request from you with the name of the Internet Pharmacy and what prescription drugs your pet needs. **In order to process a prescription the law requires that a veterinarian must have seen your pet within the past year.** Depending on the patient's medical condition and medication prescribed, this time frame may be shorter.

If the Internet pharmacy is a safe and ethical provider of pharmacy drugs we will ask you to give them our contact information. They will fax the request to us for approval and then the order can be filled and shipped to you. This process is a little more involved than the TV advertisements would have you believe, but there are other important reasons why we feel that an Internet Pharmacy is not always the best choice for our clients and patients.

If you need a prescription refilled at any time, a phone call to our office will have it ready for you to pickup within a short time frame, or if you prefer we can drop your prescription in the mail.

Our pharmacy is a vital and integral part of our practice. It provides our clients and their pets with the latest technology, convenience, and the right medications – all at a competitive price. Revenue from our pharmacy allows us to purchase the latest equipment and pay for our caring, dedicated staff of professionals.

Why our Animal Family pharmacy is your best choice —

PRICE: Internet Pharmacies are not always the cheapest source for medication. Our price for most items is typically less than most Internet Pharmacies would charge. In addition, some medications are temperature sensitive and require next day or 2nd day air delivery, which adds to the cost. Prescriptions sometimes need a signature on delivery, so you need be home to receive the shipment. According to a news story by Channel 5 News, WCVB Boston, "In all but one case the medication purchased from the veterinarian was less expensive" than the Internet pharmacy.

REBATES: Our veterinary practice also passes on manufacturers' promotions and/or rebates and these frequently result in greater savings. These rebates are not usually available from online stores or catalogs.

CONVENIENCE: Using an Internet pharmacy means a delay in getting your medication. It typically takes 1-2 days for the online pharmacy to contact us and process the prescription, then there's a 2-5 day shipping time.

INSURANCE: Pet Insurance companies require that all prescriptions be FDA approved. If you have pet health insurance you may be reimbursed on medications when purchased from a legal online pharmacy. You will be required to provide a copy of your veterinarian's prescription order and a copy of the Internet pharmacy's invoice. When you purchase a prescription from our hospital there is no additional paperwork. Your hospital office call along with any prescription is all itemized on one invoice for easy submission to your insurance company.

GUARANTEE: Pharmaceutical manufacturers will only honor product guarantees when the medications are prescribed by and purchased from the pet's veterinarian. Internet and mail-order catalogs, do not qualify for these guarantees.

SAFETY: Any prescription medication purchased from our hospital has been inspected and approved by the FDA, and manufactured and packaged according to U.S. government regulations. Medications purchased online may have been purchased outside the United States and have different strengths and labeling than U.S. products. Sometimes you can tell by checking the label. If approved by the FDA, it should say, "Caution: Federal law restricts this drug to be used by or on the order of a licensed veterinarian". Do not use products that do not have this warning or if the label has been removed.

EDUCATION: Every week representatives from companies like Bayer, Pfizer, Novartis, Merial, and others visit our office. These representatives have access to the latest data and research, and are a valuable source of up-to-the-minute information. In addition, our staff regularly attends veterinary conferences and reads the latest veterinary medical journals and research papers. We stay up-to-date on the latest disease trends in our region and stay abreast of recent advances in veterinary medicine. However, our first source of information about products and treatment protocols are the pharmaceutical representatives. Because we offer a full-service dispensing pharmacy on site, these folks make a point of visiting our hospital frequently.