

# Fight Back Pharmacy Brochure

FAX ORDER TO 888-302-8832

Mark Opperman -  
Veterinary Economics,  
"You are the patient's  
best advocate. And  
it's in the pet's best  
interest to receive  
medications through  
you. For these  
reasons, we can't roll  
over. We must fight  
this encroachment  
and educate clients."

## 3-panel non-customized brochure

### Pet Internet Pharmacies



**what you need to know...**

**We want you to know -**

You've seen TV advertisements for Internet pet pharmacies - they promise the convenience of home shopping with the benefit of big savings but are they a true option for you and your pet?

While most online pharmacies are trustworthy, some questionable sites exist and some of the top pharmacies have been found to commit errors. One way to check an Internet Pharmacy's reputation is to look for the National Internet Pharmacy Association (NIPPA) seal of approval. NIPPA is a member of the National Association of Boards of Pharmacy (www.nabp.net) and is a seal of approval that identifies those online pharmacies that are approved to dispense prescription pharmacy via the Internet.

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 options, our veterinary practice is pleased to offer the best and most necessary care for your pet.

**You have the option -**

Over 100 million Americans are using the Internet to shop for goods and services. It's no surprise that many pet owners are turning to the Internet to purchase pet products. While this may seem like a convenient option, it's important to know that not all online pharmacies are created equal. Some may not have the necessary licenses or qualifications to dispense prescription drugs. This can be a serious risk to your pet's health.

**REBATES:** - Using an Internet Pharmacy means a daily in practice you typically receive a 10% discount on all prescriptions. This is a significant savings that can be passed on to your pet's owner. In addition, some medications are temporary discounts and require only 1 or 2 day delivery, which adds to the cost. Prescriptions sometimes need a separate or delivery fee you need to have to receive the shipment.

**CONVENIENCE:** - Using an Internet Pharmacy means a daily in practice you typically receive a 10% discount on all prescriptions. This is a significant savings that can be passed on to your pet's owner. In addition, some medications are temporary discounts and require only 1 or 2 day delivery, which adds to the cost. Prescriptions sometimes need a separate or delivery fee you need to have to receive the shipment.

**Why our hospital pharmacy is your best choice -**

**PRICE:** - Internet Pharmacies are not the cheapest source for medications. Our prices for most items is typically less than what you would pay at a retail pharmacy. In addition, some medications are temporary discounts and require only 1 or 2 day delivery, which adds to the cost. Prescriptions sometimes need a separate or delivery fee you need to have to receive the shipment.

**GUARANTEE:** - Pharmaceutical manufacturers require that their products be dispensed by a licensed pharmacist. At our pharmacy, we have a pharmacist on staff who is responsible for the accuracy of all prescriptions. We also have a pharmacist on staff who is responsible for the accuracy of all prescriptions.

**INSURANCE:** - Pet Insurance companies require that their products be dispensed by a licensed pharmacist. At our pharmacy, we have a pharmacist on staff who is responsible for the accuracy of all prescriptions. We also have a pharmacist on staff who is responsible for the accuracy of all prescriptions.

**EDUCATION:** - Every week, our staff receives information on the latest advances in veterinary medicine. We stay up to date on the latest advances in veterinary medicine. We stay up to date on the latest advances in veterinary medicine. We stay up to date on the latest advances in veterinary medicine.

### Non-Customized Pharmacy Brochure

<input type="checkbox"/> 100 brochures	<input type="checkbox"/> 400 brochures	<b>\$39.95/100</b> plus S/H
<input type="checkbox"/> 200 brochures	<input type="checkbox"/> 500 brochures	
<input type="checkbox"/> 300 brochures	<input type="checkbox"/> 600 brochures	

### Customized Pharmacy Brochure

**A Customized Brochure Size & Quantity**  
Brochures are printed on 100 lb gloss paper stock. There is a standard design fee which includes 3 revisions. Each additional revision is \$49.

**3 Panel** 8.5"x11" folds to 3.66"x8.5" (\$99\* design fee)

Printing charge (plus shipping and handling):  
 500 (\$289)     1000 (\$520)     2000 (\$680)

**4 Panel** 9"x16" folds to 9"x4" (\$449\* design fee)

Printing charge (plus shipping and handling):  
 500 (\$599)     1000 (\$815)     2000 (\$1080)

Please fax us which pet health products you would like to feature in your pharmacy brochure. (heartworm, parasites, shampoo, ear, dental, odor)

**B Optional Services**

Add Super High Gloss Coating (2.7¢ each brochure)

**C Include AAHA Logo in project**

YES     NO

**Include your practice logo in project**

YES     NO

Email logo to: [phil@philwinter.com](mailto:phil@philwinter.com)

## 4-panel brochure with your featured pharmacy products - 9"x16" fold down to 4"x9"

### Shampoo & Skin Care

**Pet Shampoos**  
We have a great selection of fast skin care products for the proper care of your pet. These range from general cleaning shampoos and conditioners to more specialized therapeutic, antibacterial and antifungal shampoos. Please ask one of our pet care professionals which formulae will best meet your pet's care needs.

**DemCaps**  
Dem Caps is a fast and effective treatment for healthy skin and dandruff. It's safe for your pet and easy to use. Contains salicylic acid, benzoyl peroxide and other active ingredients. Contains Omega-3 and Omega-6 fatty acids and Vitamins A, B, C and E.

**Ear Cleaners & Maintenance**  
Chlorhexidine is a safe and effective ear cleaner for dogs and cats. It's safe for your pet and easy to use. Contains chlorhexidine gluconate, benzalkonium chloride and other active ingredients. Contains Omega-3 and Omega-6 fatty acids and Vitamins A, B, C and E.

**Arthritis & Joint Health**  
**Cosequin® DS for Dogs & Cosequin® for Cats**  
Cosequin DS is an important oral joint supplement. Healthy cartilage (joint cartilage) is essential for joint health. Contains the only patented glucosamine blend from a natural source, and is bioavailable to the joint. Contains chondroitin sulfate. This stable dose of your pet's joint supplement is formulated with a combination of glucosamine and chondroitin. Both are recommended for arthritic pets.

### North Brady Animal Hospital

**Why the North Brady Animal Pharmacy is your best choice -**

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**INSURANCE:** - Pet Insurance companies require that their products be dispensed by a licensed pharmacist. At our pharmacy, we have a pharmacist on staff who is responsible for the accuracy of all prescriptions. We also have a pharmacist on staff who is responsible for the accuracy of all prescriptions.

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### North Brady Animal Hospital Online & Hospital Pharmacy

**Rx** Both our online and in-house pet pharmacy are both vital and integral parts of our practice. It provides our clients and their pets with the latest technology, convenience, and the right medication - all at a competitive price. Because from our pharmacy allows to purchase the latest equipment and pay for our caring, dedicated staff of professionals.

We can deliver most of our pet's prescription medications, both preventative and treatment products directly to you. We have special tips to your veterinary office for your pet's medications. Delivery is available 24/7, and expect delivery in 1 to 2 business days, directly to your home.

There are some products you may wish you could not get at your local pet store. In addition, pharmaceutical manufacturers will only honor product guarantees when the medications are purchased by a pet owner from the pet's veterinarian. Internet and mail order catalogs do not qualify for these guarantees.

Order online at [www.NorthBrady.com](http://www.NorthBrady.com)

### We have hundreds of veterinary recommended professional pet care products available at our hospital pharmacy or online pharmacy.

**flea and Tick Control**

**Frontline® Plus Advantage® K9 Advantix®**

flea bites can cause discomfort for your pet, but also can lead to allergic skin reactions causing irritation and can even transmit other disease causing organisms, including tapeworms. For the health of your pet and family, it's important to get rid of fleas as quickly as possible and prevent their return.

Frontline Plus Advantage is a prescription strength flea and tick control product. It kills 100% of fleas and ticks within 24-48 hours. Frontline Plus is a prescription strength flea and tick control product. It kills 100% of fleas and ticks within 24-48 hours. Frontline Plus is a prescription strength flea and tick control product. It kills 100% of fleas and ticks within 24-48 hours.

**Internal Parasites**  
Ascabond, Revolution, Advantage Multi

**Revolution® for Dogs & Cats**  
**Interceptor® for Dogs**  
**Scalimed® for Dogs**  
**Advantage Multi® for Dogs**

Revolution® for cats & dogs with (selamectin) is a topical parasiticide used in the treatment and prevention of fleas, heartworm, intestinal roundworm and ear mites in cats. Interceptor® for dogs is a topical parasiticide used in the treatment and prevention of fleas, heartworm, intestinal roundworm and ear mites in dogs. Scalimed® for dogs is a topical parasiticide used in the treatment and prevention of fleas, heartworm, intestinal roundworm and ear mites in dogs. Advantage Multi® for dogs is a topical parasiticide used in the treatment and prevention of fleas, heartworm, intestinal roundworm and ear mites in dogs.

**Dental Care**

C.E.T. chews for both dogs and cats contain enzymes to remove plaque and provide natural antibiotic cleaning helping help clean teeth.

C.E.T. toothpaste multi-step helps to prevent tartar buildup on teeth. You can use a larger toothbrush, pet toothbrush, and/or ultrasonic toothbrush to apply the toothpaste to your pet's teeth.

Greenies can be used as dental chews to reduce the tartar. For best results, the pet should chew on the Greenies for 10 minutes or more. Greenies are available for dogs, cats, rabbits, horses, goats, and other animals. Greenies are also great for dogs.

**Ear and Stain Control**

**Ear Care**  
Dog Ear-Off®  
Ear Care  
Ear Care  
Ear Care

phil winter's marketing communications  
ph. 800-803-8832 • fax 888-302-8832

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

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

Circle Credit Card Type: VISA    MASTERCARD    AMX    DISCOV

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

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

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

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