

# Defend Your Pharmacy – FIGHT BACK! Pet Internet Pharmacy Flyer

Educate your clients about the pitfalls of online pharmacies. This 3.5"x8.5" flyer is designed to be attached to each client invoice.

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."

## Now With New FDA Consumer Warning!

### Pet Internet Pharmacies

what you need to know...

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

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.

Please review the FDA NOTICE on back...

#### 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 **Illegal online pharmacies may sell medicines that are counterfeit, outdated, mislabeled, incorrectly formulated, or improperly made or stored.**

**PLEASE CALL US** – You are *always welcome* to call our office to discuss any questions you may have with veterinary online pharmacies and ask us about the many 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.

**FDA** For additional information from the FDA you can visit the following website:  
[www.fda.gov/AnimalVeterinary/ResourcesforYou/AnimalHealthLiteracy/ucm203000.htm](http://www.fda.gov/AnimalVeterinary/ResourcesforYou/AnimalHealthLiteracy/ucm203000.htm)



## Pharmacy Flyer Order Form

fax to 888-302-8832

### Non-Customized Pharmacy Flyer 3.5"x8.5"

- |                              |                              |                              |                        |
|------------------------------|------------------------------|------------------------------|------------------------|
| <input type="checkbox"/> 100 | <input type="checkbox"/> 400 | <input type="checkbox"/> 700 | \$13.95 per 100        |
| <input type="checkbox"/> 200 | <input type="checkbox"/> 500 | <input type="checkbox"/> 800 | plus shipping/handling |
| <input type="checkbox"/> 300 | <input type="checkbox"/> 600 | <input type="checkbox"/> 900 |                        |

### Customized Internet Pharmacy Flyer

#### Customized Flyer 3.5"x8.5" (\$79 design fee)

Add your practice info, logo and edit ANY elements to meet your needs. There is a standard \$79 design fee which includes 2 revisions. Each additional revision is \$29.

Printing charge (plus shipping and handling):

- 500 (\$159)    1000 (\$179)    2000 (\$229)

Include AAHA Logo in project

- YES    NO



Include your practice logo in project

- YES    NO

Include social network icons in project

- YES



IF YOU ARE INCLUDING YOUR HOSPITAL LOGO PLEASE E-MAIL TO:

[phil@philwinter.com](mailto:phil@philwinter.com)

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: \_\_\_\_\_

**MARKETING TIP** – You can't sit back and expect clients and revenue to find you! Clients want information on pet health. You have to constantly be communicating with clients on health topics important to their pet.

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