

# BetterVet! - Promotional Email Brochure/Newsletter

*(Sample piece; not actual client/project)*

To introduce ourselves, we are an expanding Boston-based company improving every aspect of pet care through better access to veterinary resources from the comfort of your (and your pet's) own home.

## In this issue:

1. *Mission and Welcome!*
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Welcome to BetterVet! Where unconditional love for our pets meets unprecedented accessibility and affordability.

We know that the love for your furry family members is endless, however, the same cannot always be said for finances. You would do anything for your four-legged companions, but there are many factors to contend with when taking your pet to traditional appointments; such as

hoping the vet has a spot open, taking time off of work for veterinary appointments, transportation to and from a vet's office, undue stress on animals loading up in cars and carriers, and waiting for medications to be filled. How much more peaceful and productive would pet parenting be if healthcare was easier and quicker to access, and much more affordable by saving time, transportation, avoiding stress, guaranteeing certainty, and delivering impressive cost savings to boot.

At BetterVet, we place the highest value on proper pet-care with through quality information, treatment accessibility, immediate veterinary diagnostic assistance, and medications, products and nutritious food shipped right to your door.



***Our Mission?*** To revolutionize the wellbeing of the animals sharing our homes through unprecedented access and affordability. We believe that through awareness and consistency we can improve the quality of care for our domestic dependents world-wide.

***Your benefit?*** To bring ease and efficiency into your daily pet-care tasks while investing in the best platform for high-quality pet-care fueled by love, powered by passion, and supported by science. By joining BetterVet today, you will receive a welcome letter and free reusable shopping tote, as well as peace of mind that the health maintenance of your pets has suddenly transformed into an easy-peasy part of your day. We are so confident that you will be pleased by our products and our people that we guarantee a full refund if you are not satisfied within 30 days of purchase.

We pride ourselves not only on our services and products, but in newsletters that offer the information you need and want. We believe in reducing our carbon footprint, so all of our newsletters are fully digitalized, and you can choose monthly or quarterly updates to best suit your reading style and informational needs. We feature medical and behavioral tips, as well as fun facts, insights and research on your furry and feathered friends. Best yet, our emails can be opted out of and unsubscribed to at any time, without affecting your membership. *PLUS*, because we want to spread health, wellbeing and good news to our customers, get an additional 25% off your next order for referring a friend!



Join the mission to make pet-care more accessible, widespread, normalized, and emphasized by becoming a proud BetterVet member and sponsor! And enjoy the tips provided in this month's complimentary newsletter just for you -- here's to the peace and prospering of pets and their parents!~

## **Nutritional Tips:**

Food. It serves as fuel, nutrition, a source of contentment, and even preventative medicine! And, it's a large portion of what we purchase for our fur babies. In which case, it's wise to equip ourselves with the correct information to make the best decisions for our animal dependents.



From a veterinarian's perspective, the best foods take science, physiology, and pet preference into consideration. In a nutshell, the highest quality foods are often those recommended by vets, meaning that the first and foremost suggestion is to have a vet for all pets, just as we of the two-legged variety are encouraged to have primary care physicians who can tailor our treatment, make referrals, guide challenging decisions, and diagnose.

There are certainly foods out there that qualify as being top-notch that do not require a veterinary prescription (basically meaning approved and referred by a vet), but they are not typically sold at local grocery stores or gas stations because the foods in large-scale stores often sacrifice quality for cost. The foods are not as healthy, nutritious and protective, and are therefore far cheaper. These foods can suffice in a pinch, but little do all consumers know, they are not healthy nor intended for long-term feeding purposes.



For cats specifically, there are certain health situations to look out for that may require urgent medical attention, such as urinary and bowel concerns and dental conditions. It is critical that pet owners are aware and responsive to these dangerous and even fatal problems that pets may face - and the good news is that by choosing the right foods, there is a far greater chance of protecting our pets from ever experiencing those dire situations and diseases.

What we have found is that the best cat foods out there are typically the ones recommended by veterinarians, or prescribed by a vet specifically. The reason for this is that these foods are specially designed to alleviate and prevent common ailments, diseases, or challenges that our

feline friends can experience. For example, veterinarian Dr. Joanna Woodnutt of [excitedcats.com](http://excitedcats.com) (a fantastic online resource hub for cat-related questions and recommendations) rates her top favorite picks:

- For wet cat food, the top "Best Overall" pick is: new-to-the-market **Smalls Fresh Cat Food** for high nutritional content, quality, and top-notch pet approval as well!
- For the dry variety, the "Best Overall" selection is, surprisingly, a vet-authorized brand called **Hills Prescription Diet t/d Dental Care Cat Food**. This choice is so highly rated because it can be fed long-term, and has been clinically proven to reduce plaque and tartar in cats. Dental problems are commonly found among cats and can not only be expensive to treat, but can affect your kitty's kidneys and other organs, quality of life, and entire physical wellbeing.

### **\*\*General feeding tips & guidelines:**

Should you feed your cat dry or wet cat food? What is ultimately best for them? As a general guideline, it's actually healthiest to provide both wet and dry varieties of cat food for your kitty, for the health benefits of both. Wet food is important for its moisture-rich content, as it is especially important with cats to encourage the intake of fresh water and ensuring that they are getting liquids in their diet as well. And dry food, if chosen correctly (such as the brand mentioned above and other similar types), can benefit your cat's dental health and balance out their caloric intake.

What is a good percentage? A great tip to follow is to feed roughly 75% of your cat's diet through wet food intake, and the other 25% from dry food. This will ensure that they receive the benefits of both worlds.



## The basics of Pet Insurance:

When we go to the doctor's office, it's nice to be able to display an insurance card and have to pay little to no money at a doctor's appointment because it's covered by one's health insurance. Otherwise, as many of us have experienced, the out-of-pocket cost can be astronomical. Pet care insurance functions much the same, and can not only save money if a large expense or operation comes up, but also makes it more affordable to invest in and pay for regular health care visits to the vet.

What to look for in a Pet Insurance Company:

- Consider whether there are caps to the payout amount.
- What is the age of your pet? Some companies do not cover pets age 14 and older.
- Are there mobile apps to make the process easier?
- Do they cover accidents, dental conditions, or behavioral care?
- Are they well-established and do they have positive customer reviews?

## Our Top Picks:

Our personal top favorites in the Pet Health Insurance ballpark are: **Pumpkin** and **HealthyPaws**. These are two great options, but it's still helpful to consider the best bet for you and your pet.



For example, it's a winning point that HealthyPaws has no cap on claim payouts annually or for the lifetime of the insurance policy. Where Pumpkin shines, is that your older pets can still be enrolled and fully covered, and Pumpkin also covers exam fees for illnesses and accidents, dental disease/procedures, and even behavioral concerns. Before choosing an option, take a look at what matters most to you and what your pet's age and conditions are. While HealthyPaws is more well-established and may be more cost-effective, Pumpkin covers a much wider scope of pets and medical conditions. (Check out the comparison at [HealthyPawsPetInsurance.com](https://HealthyPawsPetInsurance.com) or reach out to each individual company to see which might be best for you and your animal companion).



**And that's a wrap, from BetterVet!**

We are here to support you in every venture, concern and component of raising and caring for your furry and feathered loved ones. And as veterinarians and pet parents ourselves, we know that there are many factors to consider when choosing a veterinarian, pet health insurance policy, food brand, and even toys for for your beloved animal babes. Thank you for partnering with us to expand compassionate, quality care for pets, the world over!



Pssst! We'd love to hear from you! Contact us any time and spread the love by referring a friend!

## ***BetterVet: Stress-Free, In-Home Veterinary Care***

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