

## Let's EDUCATE Pet Parents - Talking Points for Breeders

### ESTABLISH AUTHORITY AS A PET PROFESSIONAL IN YOUR FIELD

When you start making the recommendation about NuVet to your families, there are usually 2 groups of people you'll encounter. One group is interested in everything you have to recommend for this specific breed. These people are a breeze to work with and easy to recommend NuVet Plus to.

The second group may already be using a product they like, or they're doing research on nutrition and supplements on their own, and never ask you about what you recommend. The second group is gathering information from a variety of sources, and often it's random websites online that may or may not be credible sources of information about nutrition. Most nutritional resources your families will stumble across online will be food blogs, word-of-mouth, recommendations from family, friends, or paid advertisements from other companies.

Establishing your authority as breeder who is knowledgeable about ***your specific breed*** and ***their specific nutritional needs*** brings you to the top of the list of credible sources of information about food and supplements. Don't take for granted your client has come to this conclusion on their own. It's best to actually tell them by saying something like, ***"I have been a breeder of [YOUR BREED] for X number of years. I have specialized in learning everything there is to know about pet physiology, psychology, and most importantly, health and nutrition."***

# You are the Expert!



## **Genetics vs. Environment and Lifetime Benefits**

The pets you send to new homes are already healthy. They're genetically tested to ensure they're free from health issues that get passed down. Because of this, families may not understand why there is a need to provide supplements to a healthy animal. A majority of talking points below are designed to help you explain that, while their new baby is very healthy, they are still vulnerable to many environmental factors once they take their new pet home. The latter points are designed to explain why your families should continue providing their pet this important protection into adulthood and senior years.

### **TRANSITION TO NEW HOME**

**All pets are born with an immature immune system that needs protection.** The travel from my home to your home is stressful for your new pet, regardless of whether they go by car or plane. During transition and for weeks after they are settling in with you in their new home, they are often scared and stressed out being without their mom or litter mates anymore. This stress impacts their immune system and makes them vulnerable to things in the environment that are harmful to their health.

### **IN AND AROUND THE HOME**

Pesticides, herbicides, and insecticides can carry on the wind from neighbor's yards into yours and be carried into your home on your shoes. Giardia and ringworm are also commonly found in the soil around everyone's home, no matter how well you maintain your yard. When dirt tracks in on your shoes, these things can stick to toys or paws, which eventually end up in your pet's mouth.

### **VET OFFICES**

In most cases, patient rooms at veterinary offices are well maintained by veterinary staff. This doesn't negate the fact that sick pets travel in and out of the practice all day long, and illnesses can be picked up at the vet's office as easily as they can at home.

### **COMMERCIAL PET FOOD**

Almost all commercial pet foods are heat processed. High temperatures easily destroy many vital nutrients that are critical to good health. Like humans, pets can't survive on processed foods alone - we thrive on a nutrient dense diet that includes vitamins, minerals, amino acids, and antioxidants.

### **RAW DIETS**

No one can deny raw prey is packed with rich nutrients. However, surviving on raw prey alone, many wild cats and dogs often live their whole lives with some form of nutritional deficiency. Raw diets are often missing important micronutrients like zinc, magnesium, manganese, Vitamin E, Vitamin D, and Omegas. They also lack ingredients that provide immune support.

## **LIFELONG HEALTH – THE MOST IMPORTANT THING WE ALL WANT**

Most health problems that pets experience in adult and senior years don't look the same as human problems. **For our pets, signs of poor health present as skin and coat conditions, frequent itching and scratching, digestive issues, low energy, foul odors, crusty noses, runny eyes, and more.** These kinds of issues often stem from nutritional gaps. The complete nutrition and powerful antioxidants in NuVet can significantly improve your pet's health to help prevent many of these issues later in life.

## **PROTECTS and STRENGTHENS**

For all of the reasons outlined above, NuVet Plus is not just a vitamin – **it's a POWERFUL immune system building supplement.** It's a blend of **more than 30 human-grade ingredients**, and free of artificial flavors or preservatives. It's also cold-pressed for easy absorption and naturally flavored with high quality chicken liver for supreme taste. This makes NuVet **the most complete immune system support supplement available.** When any of us (animal or human) has a healthy immune system, we typically live a longer and enjoy a much better quality of life!

## **NUVET LABS MAKES IT EASY TO ORDER**

NuVet Labs has been in business for over 25 years now. They make ordering online or by phone easy, and many customers rave about their excellent customer service experience. They offer a 60-day, 100% satisfaction guarantee or your money back. They also offer a **Preferred Pet Program** where customers enjoy 15% off on every order when they enroll in Auto-Ship. Please review the back of your NuVet Plus brochure for all order information and the access code you'll need to place your order.