



Genetics vs Environment Script

A NuVet Labs Document

Establish Authority

For the past **X** years, I have been breeding **BREED**. In that time, I have specialized in learning everything there is to know about their physiology, habits, instincts, and most importantly their health.

Genetics

There are two halves to **BREED'S** health. The first is genetics. As your selected breeder, I have taken care of that. Mom and Dad have been genetically tested to ensure they are free from issues that could be passed down. Baby is healthy and we are so confident we back your new pup with a **X** year health guarantee against genetic defects.

Environment

BUT, the other half is environment, and we can only have so much control over that. A few things to consider about bringing your puppy home today- Traveling in the car, leaving their current home where their parents and siblings are and getting accustomed to their new home with you can increase stress which will impact their immune system, making them more vulnerable to bacteria or other things that can be potentially harmful to their health.

Additionally, even if you are using the safest, organic products to maintain the yard s/he is going to play in, your neighbors don't. The harsh pesticides, herbicides, and insecticides they use will carry in the wind into your yard.

When you get home, even if you take your shoes off at the door, your puppy is going to be so excited to run up to you. S/he's going to drop his/her favorite toy, jump up for pets, then pick up the toy he which was just in contact with the same floor your shoes tracked dirt, pollen, toxins, and who knows what else onto. That toy is now in your pup's mouth.

NuVet Pitch

I don't say this to scare you but to make you aware of how hard it is to protect our furry friends from everything bad. That is why I recommend all my puppy families use NuVet Plus to boost their immune system. I use it on my own dogs here and it's one of the ways I can ensure the health of the moms, dads, and the puppies I take care of.