



# Pet Dental Month Marketing Materials

<b>Dental Postcard STANDARD – Size 4¼" x 6"</b>	Design Fee	Print 500	Print 1000	Print 2000	Print 4000
	\$129	<input type="checkbox"/> \$139	<input type="checkbox"/> \$189	<input type="checkbox"/> \$299	<input type="checkbox"/> \$499
<input type="checkbox"/> Style A <input type="checkbox"/> Style B <input type="checkbox"/> Style C <input type="checkbox"/> Style D <input type="checkbox"/> Style E <input type="checkbox"/> Style F <input type="checkbox"/> Style G					
<b>Dental Postcard DELUXE – Size 5½" x 8½"</b>	Design Fee	Print 500	Print 1000	Print 2000	Print 4000
	\$159	<input type="checkbox"/> \$219	<input type="checkbox"/> \$260	<input type="checkbox"/> \$429	<input type="checkbox"/> \$579
<b>Dental Postcard SUMO – Size 6" x 11"</b>	Design Fee	Print 500	Print 1000	Print 2000	Print 4000
	\$189	<input type="checkbox"/> \$289	<input type="checkbox"/> \$359	<input type="checkbox"/> \$559	<input type="checkbox"/> \$759
<input type="checkbox"/> Style A <input type="checkbox"/> Style B <input type="checkbox"/> Style C <input type="checkbox"/> Style D <input type="checkbox"/> Style E <input type="checkbox"/> Style F <input type="checkbox"/> Style G					
<b>Dental Awareness Brochure (Tri-Fold 8½" x 11")</b>	Design Fee	Print 250	Print 500	Print 1000	Print 2000
	\$169	<input type="checkbox"/> \$229	<input type="checkbox"/> \$298	<input type="checkbox"/> \$559	<input type="checkbox"/> \$698
<input type="checkbox"/> Include Home Dental Care Coupon Insert (additional charge)					
<b>Dental Report Card - 8½" x 11" 2 page*</b>	Design Fee	Print 250	Print 500	Print 1000	Print 2000
	\$149	<input type="checkbox"/> \$279	<input type="checkbox"/> \$379	<input type="checkbox"/> \$529	<input type="checkbox"/> \$659
<b>Economy Dental Report Card - 4" x 9" 2 sided**</b>	Design Fee	Print 250	Print 500	Print 1000	Print 2000
	\$99	<input type="checkbox"/> \$149	<input type="checkbox"/> \$229	<input type="checkbox"/> \$298	<input type="checkbox"/> \$398
<p>* <input type="checkbox"/> Canine Dental Report Front &amp; Feline Dental Report Backside  <input type="checkbox"/> Canine Dental Report Front &amp; How We Clean Your Pet's Teeth Backside  <input type="checkbox"/> Feline Dental Report Front &amp; How We Clean Your Pet's Teeth Backside</p> <p>** The 8½" x 11" has the options available listed at left, or we can print anything else on the backside that you would like.                  ** The 4" x 9" is printed on card stock. Front of the card is the dental report card and back of the card is "how we clean your pet's teeth."</p>					
<b>Mini Dental Brochure (Four-Panel 4" x 2½")</b>	Design Fee	Print 250	Print 500	Print 1000	Print 2000
	\$149	<input type="checkbox"/> \$198	<input type="checkbox"/> \$249	<input type="checkbox"/> \$329	<input type="checkbox"/> \$498



**PRACTICE PICTURES & LOGO**

If you wish to include your logo and photos e-mail them to: phil@philwinter.com

For photos please send high resolution "jpg" files. Web-based "jpg" photos are low resolution and will not print well. For logo files we like to use "eps" or "ai" files. Questions?? – just ask us.

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

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

Circle Credit Card Type: VISA M/C DISCOVER CVC#: \_\_\_\_\_

C.C. #: \_\_\_\_\_ exp date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Zip: \_\_\_\_\_

Phone #: (\_\_\_\_\_) \_\_\_\_\_ FAX #: \_\_\_\_\_

Website: \_\_\_\_\_

\* **DESIGN & PRINT TERMS:** Your design includes two design revision proofs. Each additional revision proof is \$39 for postcards and \$49 for brochures. Your project and your approval for printing must be completed within 90 DAYS OF ORDER DATE or a \$99 extended project fee will apply. There is no refund if you do not complete your project. Projects not completed within 180 days are considered abandoned unless special arrangements have been made.

**X** Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**FAX ORDER TO: 888-302-8832**

**DESIGN TEMPLATE & PRINTING:** We will send you a postcard design template for your pet health topic. From this template you can edit the copy and pictures if desired to meet your practice requirements.

**A Optional Design Services**

Add QR-Code - \$18

**B** Include Practice Logo  YES  NO

Include AAHA Logo  YES  NO

Include Social Network Logo  YES  NO

circle your choice(s)



**PLEASE EMAIL LOGO OR PHOTOS TO:** phil@philwinter.com

**C Optional Mailing Services**

Inject address \$39 + 8.5¢ each  
USPS Postage 32¢ each

Email your address list in Excel or comma delimited format to phil@philwinter.com

Comments/Special Offers:

\_\_\_\_\_

\_\_\_\_\_

# DENTAL REPORT CARD - 8½"x11"

**ROSEMONT PET HOSPITAL**  
 2550 Foothill Blvd., Suite A  
 La Grange, CA 91214-3532  
 PH: (818) 957-2451  
 www.rosemontpet.com

**Dental Report Card**

Date: \_\_\_\_\_ Doctor: \_\_\_\_\_  
 Patient: \_\_\_\_\_

**Pets Have Teeth Tool**

When was the last time you looked in your pet's mouth? Pets often go for months and even years with painful gingivitis, fractured teeth or severe tooth abscess without noticeable clinical signs to the owner. Proper dental care can potentially add years of life and happiness to your pet.

**NICE JOB!**  
 No sign of plaque or tartar. Brushing your pet's teeth regularly is ideal. Home dental care is needed to maintain these healthy teeth and gums. There are products available to help make home dental care easier and hassle free.

**STAGE 1 - Mild gingivitis:**  
 (reversible stage)  
 The margin of attached gum is inflamed and swollen. Plaque can be seen on the teeth. Home dental care is needed. If there is no improvement, dental cleaning is needed to remove current plaque buildup.

**STAGE 2 - Moderate gingivitis:**  
 (reversible stage)  
 The entire gum is inflamed and swollen. The mouth is painful and odor is noticeable. Infection may start to destroy gum and bone tissue. Dental cleaning to remove calculus is needed within the next month. A calculus control diet and home dental care are needed afterward for prevention.

**STAGE 3 - Severe gingivitis:**  
 (potentially reversible stage)  
 Dental cleaning to remove calculus is needed immediately.

**Why does my pet have bad breath?**  
 After your pet has eaten a meal, plaque begins to accumulate on the teeth within four hours. This plaque is material consisting of bacteria, saliva and food particles. The bacteria begins excreting toxins and enzymes that break down the gum tissue. As a result of this bacterial infection, the gumline becomes inflamed and you will notice a very foul-smelling odor from your pet's mouth.

**How Rosemont Pet Hospital cleans your pet's teeth**

1. Pre-anesthetic Bloodwork: This is a blood test that detects major organ and metabolic abnormalities that may complicate the anesthetic procedure.
2. Anesthetic Monitoring: This includes monitoring of the heart, respiration and blood pressure.
3. Intravenous Catheter and/or Fluid Therapy: Allows access for injectable drugs. Fluid therapy helps to maintain blood pressure during the procedure and avoid post-operatively dehydration.
4. Anesthesia: Inhalant gas anesthesia provides a safe and comfortable dental cleaning.
5. Dental Scaling: The process that removes the calculus and plaque from the tooth surface and below the gum line.
6. Dental Polishing: Necessary for finishing the scaling and cleaning process. Provides a smooth tooth surface after scaling and delays the reattachment of plaque-causing bacteria.
7. Pain Management: Based on the needs of your pet and the procedure done.
8. Extractions: The health of each tooth is carefully evaluated. Any tooth that is diseased should be extracted.
9. Antibiotics: If there is significant periodontal disease, antibiotics will be administered.
10. Digital Dental X-rays: Is the least invasive imaging of your pet's teeth at the time of a dental procedure. Many of your pet's dental problems involve the roots and other tissues which are not visible on a regular oral exam.

**Bad breath is not normal - it's a sign of disease!**

Over time, if plaque is allowed to remain on your pet's teeth, it mineralizes into brown tartar that you can see. This tartar contributes to abscessed teeth, which must be extracted. Other serious medical problems may develop from the build-up of bacteria, which can be carried throughout your pet's system. Plaque and tartar accumulation can also lead to periodontal disease.

**Why is dental care so important to you and your pet?**

Dental disease is the most common illness encountered in veterinary medicine today and affects 8 of 10 pets. Unfortunately, it is also the most untreated disease.

Pets often go for years with painful gingivitis, fractured teeth or severe tooth root abscesses without noticeable clinical signs to the owner.

Dental disease puts tremendous demands on your pet's organs, weakening the liver, kidneys and heart. This additional stress can lessen your pet's quality of life and shorten life expectancy.

**BEFORE AFTER**

# DENTAL POSTCARD

**20% SAVINGS on Professional Dental Cleaning**

**"OK, I ADMIT IT... I HAVE BAD BREATH"**

**INCREASE THE LONGEVITY OF YOUR PET'S LIFE!**

Studies have shown that **YEARLY** teeth cleanings provide these benefits:

- reduces plaque and tartar formation
- decreases gum and tooth infections
- helps prevent bad breath
- helps prevent heart, kidney and liver disease

Almost all pets over 3 years of age have some form of dental disease. Poor oral health can cause serious health problems. Even a small amount of plaque buildup can place additional demands on the heart, kidney and liver - shortening your pet's happiness and life.

**HEART OF CHELSEA Animal Hospital**  
 phone (212) 924-6116

Extensive plaque formation with tartar buildup. Thicker tartar formation and very painful. Severe tartar formation, bleeding and infection.

**20% SAVINGS DENTAL CLEANING**  
 (includes scaling, polishing, and tooth extractions) - NOT INCLUDED: pre-anesthetic testing, antibiotics and all medications. Expires 3/30/10

**BEFORE AFTER**

please present this card • expires 3/30/2010

**Janet Jones**  
 1234 West 22nd St. Apt 4  
 New York, NY 10014

**HEART OF CHELSEA Animal Hospital**  
 257 West 18th Street  
 New York, NY 10011  
 (212) 924-6116  
 www.heartofchelsea.com

**The steps to a healthier mouth and fresher breath**

1. General Anesthesia is necessary in all cases for us to do a thorough dental examination and professional cleaning. We use only the safest anesthesia protocols and human quality products.
2. Complete Dental Exam is performed before we begin any dental procedure. A thorough dental chart is used to record the dental health of your pet, and any procedures done during the dental cleaning.
3. Ultrasonic and hand scaling removes plaque and tartar above and below the gum line. A thorough scaling below the gum line is critical to the success of any dental cleaning, as this is where illness-causing bacteria hide.
4. Polishing smooths the surface of the teeth after scaling, making them resistant to additional plaque formation. Flushing removes dislodged tartar, plaque, and bacteria from the mouth.
5. Tooth Extraction if Necessary - Tartar that has built up on the teeth over an extended period of time can mechanically push the gums away from the roots of the teeth. This allows the teeth to loosen in their sockets and infection to enter the root socket. In some cases, oral surgery may be necessary.

**Single Veterinary Hospital**  
 10000 S. W. 27th Ave., Suite 100  
 Miami, FL 33155  
 (305) 553-1111

**"OK, I ADMIT IT... I HAVE BAD BREATH"**

**INCREASE THE LONGEVITY OF YOUR PET'S LIFE!**

**20% SAVINGS DENTAL CLEANING**  
 (includes scaling, polishing, and tooth extractions) - NOT INCLUDED: pre-anesthetic testing, antibiotics and all medications. Expires 3/30/10

**Wag Point Veterinary Hospital**  
 10000 S. W. 27th Ave., Suite 100  
 Miami, FL 33155  
 (305) 553-1111

**INCREASE THE LONGEVITY OF YOUR PET'S LIFE!**

**20% SAVINGS DENTAL CLEANING**  
 (includes scaling, polishing, and tooth extractions) - NOT INCLUDED: pre-anesthetic testing, antibiotics and all medications. Expires 3/30/10

**INCREASE THE LONGEVITY OF YOUR PET'S LIFE!**

**20% SAVINGS DENTAL CLEANING**  
 (includes scaling, polishing, and tooth extractions) - NOT INCLUDED: pre-anesthetic testing, antibiotics and all medications. Expires 3/30/10

**INCREASE THE LONGEVITY OF YOUR PET'S LIFE!**

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# DENTAL REPORT CARD - 4"x9"

**BRICKELL BAY ANIMAL HOSPITAL**  
 960 Brickell Bay Dr. • Miami, FL 33131  
 PH: 786-231-1111  
 www.brickellbayanimalhospital.com

**Your Pet's Dental Report Card**  
 Ashley September 15th

**How Brickell Bay Animal Hospital Cleans Your Pet's Teeth.**

1. Pre-anesthetic Blood Work: This is a blood test that detects major organ and metabolic abnormalities that may complicate the anesthetic procedure.
2. Anesthetic Monitoring: This includes monitoring of the heart, respiration and blood pressure.
3. Intravenous Catheter and/or Fluid Therapy: Allows access for injectable drugs. Fluid therapy helps to maintain blood pressure during the procedure and avoid post-operatively dehydration.
4. Anesthesia: Inhalant gas anesthesia provides a safe and comfortable dental cleaning.
5. Dental Scaling: The process that removes the calculus and plaque from the tooth surface and below the gum line.
6. Dental Polishing: Necessary for finishing the scaling and cleaning process. Provides a smooth tooth surface after scaling and delays the reattachment of plaque-causing bacteria.
7. Pain Management: Based on the needs of your pet and the procedure done.
8. Extractions: The health of each tooth is individually assessed, and any tooth that is diseased should be extracted.
9. Antibiotics: If there is significant periodontal disease, antibiotics will be administered.
10. Digital Dental X-rays: May also recommend dental x-rays. Many of your pet's dental problems involve the roots and other tissues which are not visible on a regular oral exam.

**NICE JOB!**  
 No sign of plaque or calculus. Home dental care is needed to maintain these healthy teeth and gums. There are products available to help make home dental care easier.

**STAGE 1 - Mild gingivitis:**  
 The margin of attached gum is inflamed and swollen. Plaque covers the teeth. Home dental care is needed. Dental cleaning is needed within the next 1 to 3 months to remove current plaque buildup.

**STAGE 2 - Moderate gingivitis:**  
 The entire gum is inflamed and swollen. The mouth is painful and odor is noticeable. Infection may start to destroy gum and bone tissue. Home dental care is needed and regular cleaning may be required to control the gingivitis.

**STAGE 3 - Severe gingivitis:**  
 The gums are chery red and bleeding - they are damaged by infection and calculus. A sore mouth and bad breath are evident. Dental cleaning to remove calculus is needed immediately. Home dental care is needed and regular cleaning may be required to control the gingivitis.

**STAGE 4 - Periodontal disease:**  
 Chronic infection is destroying the gums, teeth and bone. Bacteria are spreading through the body to the bloodstream and may damage the kidneys, liver and heart. Dental cleaning to remove calculus is needed immediately. Some teeth may be loose and need extraction. Home dental care afterward is necessary for future prevention.

**FELINE NECK LESION PRESENT:**  
 There is a cavity like lesion in at least one tooth. This "hole" will get larger and larger until the tooth breaks, causing more and more pain. This disease process cannot be medically stopped. Extraction of both teeth needs to be scheduled to stop your cat's pain.

# DENTAL BROCHURE

**How Elm Point Animal Hospital Cleans Your Pet's Teeth.**

**YOUR PET'S DENTAL REPORT CARD**

**DENTAL DISEASE**  
 YOUR PET'S DENTAL REPORT CARD

**BEFORE AFTER**

**Bad breath is NOT normal - it's a sign of disease!**

**ELM POINT ANIMAL HOSPITAL**  
 3250 Elm Point Industrial Dr.  
 Saint Charles, MO 63071  
 636-737-3550  
 www.elmpointvet.com

**1. NICE JOB!**  
 No signs of plaque or calculus. Home dental care is needed to maintain these healthy teeth and gums. There are products available to help make home dental care easier.

**2. STAGE 1 - Mild gingivitis:**  
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**5. STAGE 4 - Periodontal disease:**  
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# MINI DENTAL BROCHURE

**Pet Dental Cleaning**  
 what you need to know

**animal family**  
 a passion for healthy pets

6011 North Brady St. • Daverport, IA 52806  
 ph. (563) 391-9522  
 www.AnimalFamilyVeterinaryCare.com

**with professional vs. non-professional dental cleaning comparison**

**Dental Home Care Products**

**Optional Home Dental Care Flyer/Coupon Insert for brochure**  
 3½"x8½"

**15% OFF HOME DENTAL CARE PRODUCTS**

**www.elmpointvet.com**

**Why does my pet have bad breath?**  
 After your pet has eaten a meal, plaque begins to accumulate on the teeth within four hours. This plaque is material consisting of bacteria, saliva and food particles. The bacteria begins excreting toxins and enzymes that break down the gum tissue. As a result of this bacterial infection, the gumline becomes inflamed and you will notice a very foul-smelling odor from your pet's mouth.

**Bad breath is not normal - it's a sign of disease!**

**Why is professional dental care so important to you and your pet?**  
 Dental disease is the most common illness encountered in veterinary medicine today and affects 8 of 10 pets. Unfortunately, it is also the most untreated disease.

**Signs of Dental Disease**

**Does your pet have...**

- Bad breath
- Yellow or brown discolored teeth
- Red inflamed gums
- Bleeding or swollen teeth
- Reluctance to play or chew toys
- Swelling around the muzzle or jaw

**Brushing your pet's teeth...**

**Home dental care -**

- Design/Print 250 - \$129
- Design/Print 500 - \$208
- Design/Print 1,000 - \$238
- Design/Print 2,000 - \$278