


Pet Plan Insurance Leaflet front



Activate your cover today!
We're offering you **4 weeks free cover!**
All you have to do to take up this great offer is call us on **0845 070 0629**

Cover starts from under **£7.00*** a month
*Actual rate dependent on age, breed and location of the dog. Standard terms and conditions apply.

the pet people

To activate your free cover just call on **0845 070 0629**
quoting **4VPPSM**

5 reasons why it makes sense to activate your free Petplan cover right now

- 1 4 weeks FREE cover from the moment you phone**
Start covering your dog right now with one easy call
- 2 1 in 3 pets may require urgent veterinary attention this year***
Do you really want to gamble with the health of your dog?
- 3 We're the UK's No.1 pet insurance provider***
With 30 years' experience providing quality cover for pets, we really are the pet people
- 4 Pet insurance specialists**
Petplan doesn't insure homes or cars, so you can trust us to concentrate on what we do best - pet insurance
- 5 Fast and fair claims handling**
Most valid claims are processed within a week

Petplan
the pet people

*Pet Plan Ltd. *Data Monitor 2005
This voucher cannot be used in conjunction with any other offer. Telephone calls may be monitored and recorded.
Pet Plan Ltd, Great West House (200), Great West Road, Brentford, Middlesex TW8 9JZ. Tel: 0208 580 8080 Fax: 0208 580 8001 www.petplan.co.uk
Petplan is a brand of Pet Plan Ltd. Petplan policies are underwritten by Allianz Cornhill Insurance plc, Pet Plan Ltd and Allianz Cornhill Insurance plc are authorised and regulated by the Financial Services Authority.

Practice reference number
Valid until at least 31.03.07



Here's something to put a **smile** on your face!

4 weeks free
Petplan insurance for your dog is just a phone call away

Petplan
the pet people

Pet Smile Month
September 2006

Pet Plan Insurance Leaflet back

Call us to activate your FREE** cover right now

Just call us on **0845 070 0629** quoting reference 4WVPSM and we'll activate 4 weeks insurance cover for your dog absolutely free. **There's no obligation, just 4 weeks FREE cover.**

- Available to dogs from 8 weeks of age and before their 6th birthday (5th birthday for some breeds)
- The insurance is valid for a period of 4 weeks from the date and time you call to activate the cover
- Cover for illness starts 14 days after the free insurance is activated
- You pay 000 (the excess) towards each injury or illness
- Call Petplan during the free cover period to take out a full annual policy and you will receive the first month free on your new policy**

Your Benefits**	Your Cover
Veterinary fees for injury or illness including hospitalisation and referral <small>**Standard terms and conditions apply.</small>	Up to £1,000
YOUR PREMIUM	FREE



BSAVA
The British Small Animal Veterinary Association, Incorporated
The Group of pet owners' insurance firms (BSAVA) is a not-for-profit

When you call please make a note of your customer number here in case you need to make a claim:

1266

4 weeks **free** insurance from the pet people

Here's a great opportunity to try out dog insurance from Petplan absolutely free, with this 4 week free trial during Pet Smile Month



With this voucher your first 4 weeks of Petplan cover is absolutely free.

During your free trial for Pet Smile Month you'll enjoy up to £1,000 vet fee cover including hospitalisation and referral.

We'll also be inviting you to continue your dog's cover by taking out an annual policy. This includes offering you the first month free - that's 12 months insurance for the price of 11 on top of the 4 weeks free cover!

At Petplan, we understand the importance of dental care for pets. That's why we cover the cost of dental treatment, as long as your dog has had a dental check in the previous 12 months and you have carried out any treatment recommended by your vet to prevent dental problems!

Because we're the pet people, providing insurance for millions of pets over the last 50 years, you can rely on us to help you select the cover that suits your pet and your pocket.

When you activate your free cover why not ask us what sets us apart from the crowd? Learn about our Covered for Life policies which cover ongoing illnesses and injuries right into your dog's old age. This means as long as you continue to renew your policy each year, we'll continue to pay out!

We have a range of policies to choose from, and only offer pet insurance, so activate your cover today and join the thousands of happy pet owners who have the reassurance of insurance provided by Petplan.

Waffle, our dog, Hattie, seriously injured her leg, she required extensive surgery and ongoing medication for many months later. Without Petplan we'd never have been able to afford the £1,400 vet fees. The same Hattie is as relaxed as ever!

Mrs C Standy, January 2006



This is a genuine testimonial and has been approved and checked by members of the team. Standard terms and conditions apply.

the pet people

Royal Canin Leaflet
£2 off offer
Front



Back



Royal Canin Leaflet Inside



Pets' Mouths Matter

Because your pets don't brush their teeth they may suffer from gum disease and tooth decay. The best way to prevent this is to brush their teeth for them, as this is not always possible, the next best thing is to feed them a tailor made diet designed to help maintain a healthy mouth.

The ROYAL CANIN Dental Range

The **ROYAL CANIN** Dental Range helps to clean your pet's teeth in several different ways:

The mechanical action of chewing the food acts like a toothbrush. Specially selected ingredients bind to calcium in saliva which means calcium is not available to form tartar on the teeth. We also include green tea extracts and zinc to help fight bad breath as well as helping to maintain a healthy mouth.

CATS

As well as the dental benefits, Royal Canin Dental S/O diet for cats has the added benefit of protecting the bladder against the formation of the most common types of bladder stones.

DOGS

We recognise that all dogs are not the same and therefore have two products to chose from. Both products consider mouth size and jaw strength with Dental Special for dogs less than 10kg and Dental for dogs over 10kg.

We recommend twice daily feeding to get the best results from the diet.

The Best In Oral Care

In addition to the diet, Royal Canin offers specially designed dietary supplements - Oral Bars. These bars offer the same benefits as the diet with a special physical design and carefully selected ingredients. Oral Bars are for dogs over 10kg and Oral Bars Small Dog for dogs under 10kg. They are designed for between meal feeding and have been clinically proven to reduce tartar by 50% to 70%.

Dental Diet and Oral Bars are sold through your veterinary practice to ensure your pet receives the best advice and dental care.

**For more information please contact
your veterinary practice or the
Royal Canin Nutritional
Helpline on 0845 300 6015**



£2 off

To the Customer please fill in your details:-

Name: _____

Address: _____

Postcode: _____

Product Purchased: _____

Please tick here if you do not wish to receive further relevant information

This voucher is redeemable only at your Veterinary Practice



It is easy to spot the healthy tooth in the pictures. However what we can't see is the damage being done elsewhere.

Bacteria spread via the bloodstream from the mouth to affect other organs. The kidneys and heart valves are particular favourite sites.

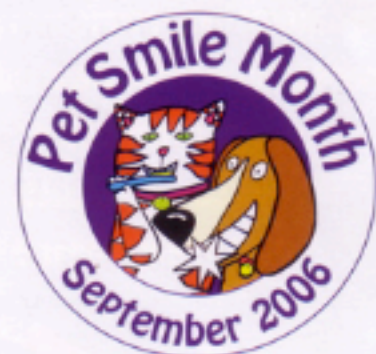
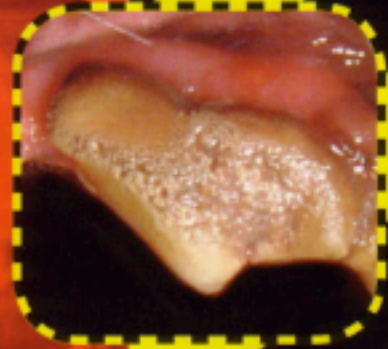
UNSEEN DANGER

Dental Disease is not just about the mouth - it represents a whole body problem.

Our aim at Pet Smile Month is to help raise awareness and combat this most common of problems.

Visit our Website for more information

www.PetSmile.org



Do...



Lift the Lip of your dog every day.



Check both sides of the mouth



Look for any signs of dental disease:

- Redness or swelling of the gums
- Bleeding from around the teeth
- Pain or reluctance on examination
- Bad or smelly breath
- Loose or broken teeth
- Pawing at the mouth



Remember that dogs will continue to eat
- even with horrible dental disease



Brush your pet's teeth daily.
Ideally use a special toothbrush designed for pets



Use special Pet Toothpaste - not only is it flavoured
for pets - but it can be safely swallowed



Make toothbrushing a fun-time - not a battle!
Start early with your puppy



Use special diets designed to keep the teeth healthy.
Check with your vet which ones are best for your dog



Every day use dental chews recommended by your vet
(see coupons and samples). Great taste and Great Prevention!



Have regular dental check-ups at your vet. You may
be able to combine these with worming, vaccinations
and flea treatment



Consider Pet Insurance. Remember that not all policies
cover accidental injuries to teeth - if in doubt ask!

Don't...



Think of Dentistry as being trivial or cosmetic.

It can be vital for the overall health and well-being of your pet



Ignore bad breath - it is often a sign of gum disease.

If treated early many serious problems can be prevented



Ignore broken teeth. These always cause pain and infection.

Properly treat or remove is the rule



Encourage your dog to carry and chew stones or tennis balls.

These can damage and wear away the teeth



Give real bones (raw or baked) to your dog.

These often cause tooth and gum damage - and tummy upsets



Fight with your dog over toothbrushing.

Most dogs will accept it (especially if trained from a puppy)
- but if not there are proven alternatives, both diets and special
treats. Ask your vet for advice



Use human toothpaste for pets

It is not designed to be swallowed and pets won't spit and rinse!



Leave any signs of dental disease for another day - it will only get

worse and be more difficult to treat

Simple Solutions

Try the samples and use the
Special Offer coupons.

Regular Dental Examinations

Have any recommended treatment

Prevention is then Vital to Good Health

Toothbrush if possible

Daily Dental Chews

Special Dental Diets



Pet Smile Month

OakBeck Veterinary Hospital, Oak Beck Way, Harrogate, HG1 3HU
W www.PetSmile.org T 08714-24-25-26 E info@PetSmile.org

Prevention - Better than Cure!

The gold standard is the use of a toothbrush at least once a day. This is the single most effective method of removing plaque. It is essential to use a special toothpaste - it is flavoured for pets and can be swallowed.



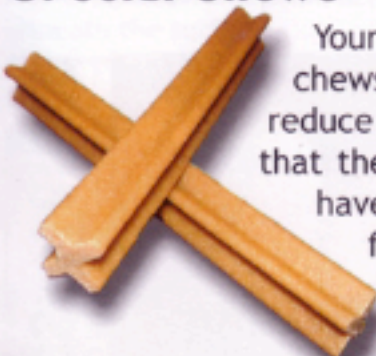
Special Diets

There are a number of diets with "dental claims". Check with your vet which ones they recommend and are suitable for your pet.

The best diets use 3 separate methods of action. **Mechanical** - the shape and texture gives gentle cleaning as they are chewed. **Chemical** - the use of Sodium Polyphosphate to trap calcium reducing the buildup of calculus. **Anti-Plaque** - ingredients to decrease plaque formation.



Special Chews



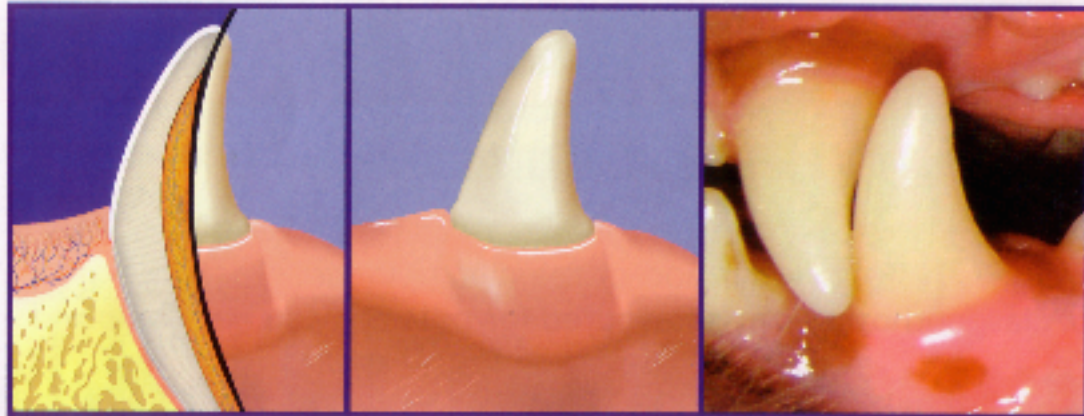
Your vet will be able to recommend some chews and treats that are **proven** to reduce dental disease. It is important that these are given once daily. We have included a few samples for your pet to try.



Pet Smile Month would like to thank our supporters - without whose help we could not provide this level of health support for UK pets and their owners.

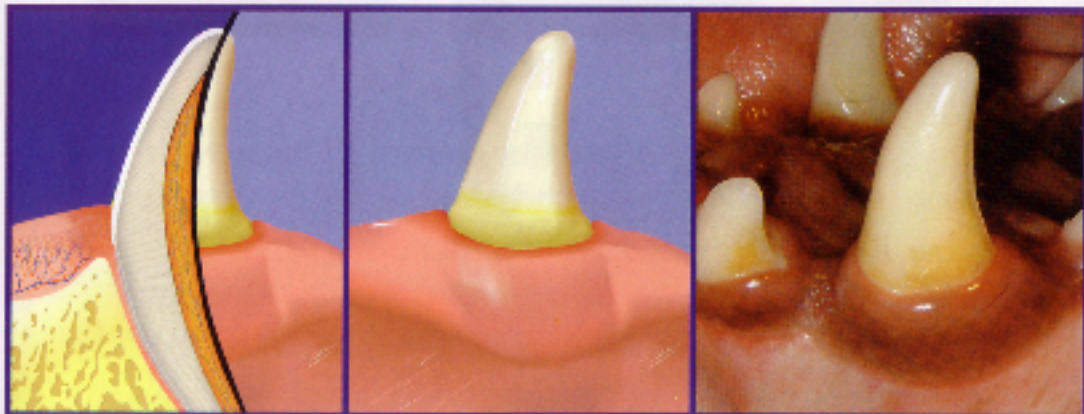


How Dental Disease can Progress



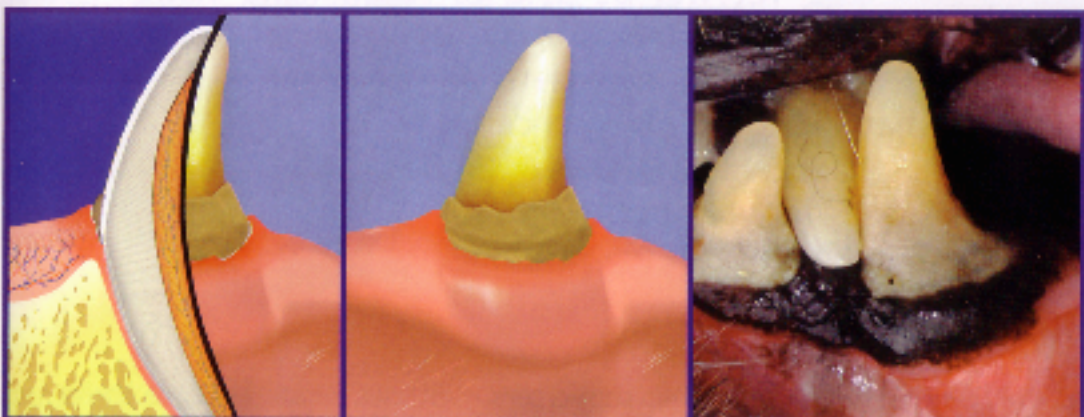
Healthy

This is really seen only in pets immediately after careful toothbrushing. The gums are pink and there is no inflammation. This is our goal for home-care.



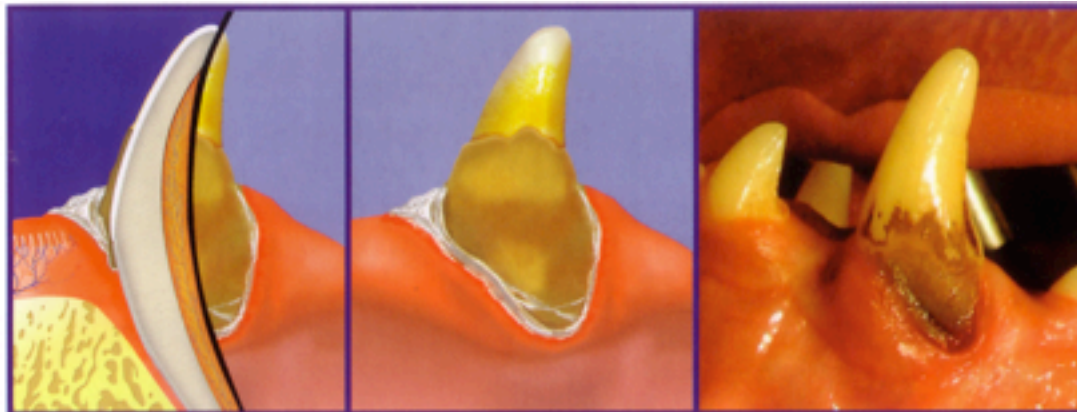
Plaque

Plaque is a thin mucus layer containing millions of bacteria. It starts to form soon after brushing. There is some gingivitis/inflammation surrounding the tooth.



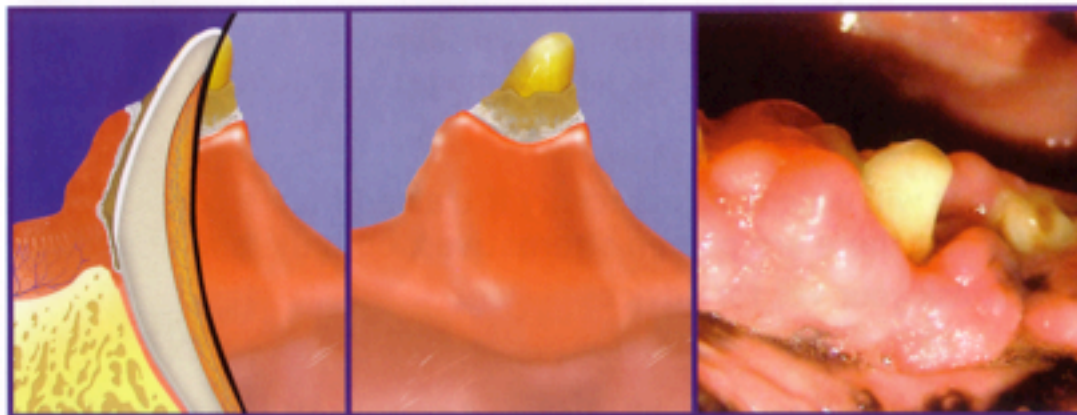
Calculus - Tartar

Minerals from the saliva combine with plaque to form stone-like calculus. Its rough surface encourages more plaque retention, inflammation increases and periodontal disease starts attacking the attachment of the tooth.



Recession

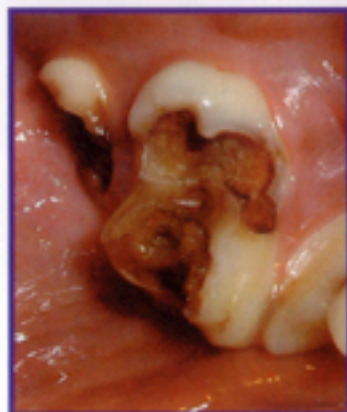
As the periodontal disease progresses it attacks the attachment of the tooth - even destroying bone. Pus accumulates and bacteria are shed into the blood stream. The tooth becomes loose and eventually will be lost.



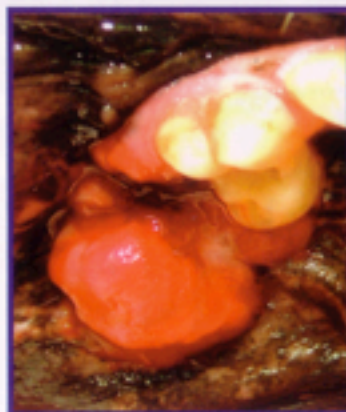
Overgrowth

Sometimes the gums respond to the inflammation by overgrowing the tooth. However, the same destruction of bone and tooth attachment is carrying on beneath the surface.

Other Examples of Disease to Look Out for



Caries



Tumour



Broken Teeth

The Goodies

