



Calling all unvaccinated pets

You can come out now

For all the talk about over-vaccination, and adverse reactions, let's face facts: there's a simpler reason why many owners fail to keep up with their pets' boosters.

They forget about them.

And then, as the weeks stretch to months, and the months turn to years - well, it'd simply be too embarrassing to go back to the vet, wouldn't it?

So here's a tried and tested method to bring those owners, at least, back into the fold.

The Vaccination Amnesty.

An amnesty can frequently get up to 15% of lapsed owners back into your clinic*, with little more than a simple, non-threatening letter. Oh, and a complete new primary course for the cost of the booster they missed.

Now that may sound a bit onerous, but it needn't be. All you have to do is contact your Intervet Account Manager. Between now and the end of February, we'll supply the marketing and much of the financial help you need.

It's a great way to build your practice's reputation in the local community.

And it's a great way to get these pets out of hiding.



The future of vaccination