

Recover a Pet, Uncover a Cure

As a leading cause of death among people and fast becoming the leading cause of death among our pets, cancer continues to touch millions of lives every year. In fact, humans, dogs, and cats share many of the same types of cancer which is why understanding hereditary risks and early detection is important when deciding on treatment options.

This is just one of the benefits you can discuss with your new pet adopters when promoting the Shelter Dog DNA Kit. Understanding mixed breed dogs' heredity can better prepare both new pet adopters and their veterinarians to keep an eye out for cancers and other ailments commonly found in certain breeds.

However, some cancers transcend hereditary boundaries. Among both women and female dogs^[1], the most commonly diagnosed cancers are mammary tumors, or 'breast cancer'. Cancer is also the leading cause of death among mature cats, accounting for approximately 50% of mortalities each year with a third of those related to mammary tumors. Approximately one in eight women will develop breast cancer during her lifetime. When you consider the many lives touched by one woman as daughter, wife, partner, parent, or friend it's clear breast cancer is not an individual issue, but a societal one that affects us all.

Through the 24PetWatch [Recover a Pet, Uncover a Cure](#) campaign, and partnerships with leading international cancer foundations including the American Breast Cancer Foundation, the Canadian Breast Cancer Foundation and the United Kingdom's Pink Ribbon Foundation, a portion of the purchase price of every MiniChip™ sold is donated to help the fight against breast cancer and to support programs for affected women and families.

Manufactured by Allflex and distributed exclusively through 24PetWatch, the MiniChip represents a 60% reduction in size from standard microchip technology. In fact, the MiniChip injector needle is small enough to easily fit inside the standard size needle! This feature makes it uniquely suited to small breed dogs, cats, kittens, and puppies.

Here's what one of your colleagues has to say about the MiniChip:

"The insertion of the needle is far less traumatic on the smaller animals; most of them react the same way as when they receive a vaccination. We have used the new MiniChip on everything from kittens as young as 12 weeks to dogs as large as 100 pounds, all with great success. We adjusted our adoption price to cover the cost of the new microchips, but when people see the difference in the size of the needle involved, they never complain about the increase."

Ruby Richards, Animal Health Coordinator, Humane Society of Durham Region

[Over 270 organizations](#) are now participating in the *Recover a Pet, Uncover a Cure* campaign, and over \$15,000 has already been donated to the American Breast Cancer Foundation. We hope you will take advantage of this great new technology and support a cause that affects us all.

[1] In the case of intact females dogs only.

Did you know?

Did you know? When you purchase 12 DNA kits that you save \$10 on each kit! And right now, with the purchase of 12 DNA kits you can also save on pet treats for pets in your care or for sale to new adopters looking for “goodies” for their new companions – 27oz packages of Greenies brand dog treats are only \$18.95 (retail \$33.99) when you purchase 12 DNA kits!!

To place your order, contact [your Regional Director](#) or call 1.866.630.7387 ext. 650 today.

Sincerely,

Connie Howard
Director Animal Welfare Relations
Pethealth Inc.
Office: 1-866-630-7387 ext 617
Mobile: 1-720-459-0959
Email: connie@petpoint.com