

# Fast-acting Rejensa® joint care chews

## email instructions

Bring your clients into your clinic for their free Starter Pack of fast-acting **Rejensa**. Simply use one of the HTML email versions provided to send an email through your practice's management system. Follow all of the instructions below and ensure that you are sending your email to a list of canine-owning clients.

As you make the final edits to your email, please review the list below to make sure that you have updated the required customizable areas and that you have properly targeted your email.

### Items for customization:

- Update **[CLINIC NAME]** with your clinic name in the subject line
- Update **[CLINIC LEGAL]** with any additional legal you may have, including your unsubscribe link and instructions

### Subject line:

FREE\* from **[CLINIC NAME]** while supplies last! A breakthrough in fast-acting joint care for dogs.

### HTML updates:

1. In the HTML folder, open the .html file.
2. Update **[CLINIC LEGAL]** in the footer text with any additional legal copy.
  - a. Add in any required lines to comply with CAN-SPAM laws (e.g., physical mailing address, unsubscribe link, why customers are receiving the email, etc.).
  - b. NOTE: Ensure the email is entirely CAN-SPAM compliant and that it includes a compliant opt-out mechanism.
3. Update links to include tracking if you require it.
4. This email has been tested and works across multiple platforms and email providers, but please test it after you have made your revisions to ensure that it still looks good.

### Text version updates:

1. In the HTML folder, open the .txt file (if your practice's management system doesn't require a text version of the email, please disregard this step).
2. Make the same updates as above in regard to the customizable text that has a placeholder for **[CLINIC LEGAL]**.



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### Targeting your audience:

1. Filter your client database to obtain a list of canine-owning clients. For every 200 emails sent out, you can expect approximately 10 clients to respond (5%). In order to get your email list down to a manageable number, here are some filters you can apply:
  - a. Canine-owning clients
  - b. Canine-owning clients with dogs aged 5+ years (increase this age to reduce the number of recipients)
  - c. Canine-owning clients who have visited the clinic in the past 12–18 months and have not purchased any joint care products from you
2. Send your email and wait for your clients to come in requesting their free Starter Pack — expect to see approximately 5% of your email recipients come in for this high-value offer.

### Managing your Rejensa Starter Packs:

Your clinic was given 36 Starter Packs of **Rejensa** to give to your clients for free in accordance with the Program Terms and Conditions. Be sure to keep track of your clients who come in to redeem this offer and end the offer as soon as your 36 Starter Packs are gone. The email clearly states that the offer is available only while supplies last.

### Email asset usage terms:

These email assets are to be used only by clinics who signed up for the **Rejensa** New Clinic Starter Pack Offer (“Program”) through their Patterson Sales Representative. By using these assets, on behalf of myself and my clinic (my “employer”) that I work for, I represent, warrant and agree that: (i) neither I nor my employer, nor anyone authorized by my employer (collectively, “we”, “our” or “us”), will use the images, logos, trademarks, copy, or other content I download or otherwise receive from Phibro Animal Health Corporation (“Phibro”) or its agents (collectively “Assets”) for any purpose other than to participate in the Program for the products depicted within the Assets; (ii) except with respect to sizing or technical modifications, we will not alter, crop, cut, hide, obscure or distort any Assets; (iii) we will not add any product attribute claims to any emails or other materials or ads utilizing the Assets; (iv) we will not provide or otherwise allow access to the Assets to any unauthorized person or entity; (v) my employer is responsible for ensuring that its emails and advertising comply with all applicable federal, state and local laws, rules and regulations, including, without limitation, all laws related to false advertising, unfair competition, sale and price advertising, and the sending of emails (CAN-SPAM) (collectively, “Laws”) and any materials that incorporate the Assets and all use of the Assets will comply with all Laws and will not violate the rights of any third party; (vi) we will not associate the Assets with inappropriate or offensive material; (vii) we will not post or use any Assets for the Promotion after it has ended and will take down and cease using Assets once the Promotion has ended; (viii) we will post or use Assets only if my employer has sufficient stock of the product depicted in the Assets to meet reasonably expected demand; (ix) we will comply with all usage limitations provided to us by Phibro; and (x) we will take down, delete, and destroy any electronic or physical copies or records of the Assets



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### Email asset usage terms (continued):

immediately upon notification by Phibro or its agents. Any use of the Assets by us shall inure to the benefit of Phibro. Phibro is not responsible, is not liable, and will not reimburse clinics (i) that are not participating in the Program, (ii) that use the Assets for any purpose other than participation in the Program, and/or (iii) violate any of the terms above and/or the Program Terms and Conditions.

### Helpful support links:

#### **IDEXX – Cornerstone and Pet Health Network**

<https://www.idexx.com/en/veterinary/software-services/cornerstone-software/cornerstone-support/>

#### **AVImark**

<https://avimark.net/support/>

#### **ImproMed/Rapport**

<https://www.impromed.com/quick-support>

#### **Vetstreet**

[support@vetstreet.com](mailto:support@vetstreet.com)



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