

WE'RE DIFFERENT— HERE'S HOW WE STAND OUT



No breed exclusions - we cover every breed, even hereditary conditions, known to be common amongst specific breeds.*



Know what's covered from the start - insurers call this "underwriting up front". We look at your pet's health records and tell you if anything is not covered when you purchase, so there are no surprises later on.



Don't worry about age - no pet is too old for coverage (although it's a great idea to start early, when there are likely fewer pre-existing health conditions to worry about). And, premiums don't increase due to the age of your pet or the number of claims submitted, although they may increase due to inflation.



Surgeries, diagnostic tests, medications, hospital stays, examination fees and taxes are covered up to the annual policy limit selected, and there is only one annual deductible. Also, there is no need to worry about per-condition or per-incident limits.



We are a Canadian company with our head office, call centre and licensed Advocates located in Canada.



Alternative therapies such as hydrotherapy, homeopathy, chiropractic care and other treatments are included in our plan without having to purchase additional coverage.*



All Pets Plus Us coverage comes with our 4Life Guarantee®. That means that once you've enrolled for coverage, your benefits are automatically guaranteed to renew each year for your pet's entire lifetime.

COMMUNITY + COVERAGE + MEMBERSHIP = PETS PLUS US

To find out more:

Call: 1-855-900-3644

Email: breeders@petsplusus.com



2 - 1115 North Service Road West
Oakville, ON L6M 2V9



Proud partners



*Medical conditions that are noted, symptomatic or diagnosed prior to enrollment, or during a waiting period are pre-existing to Coverage and not eligible for reimbursement. All pet insurance plans have limitations and exclusions. Specific products, features, rates, and discounts may vary by province, eligibility, and are subject to change. Not applicable to any Wellness Care plans. This advertisement is an outline only, the actual policy issued terms and conditions will prevail.

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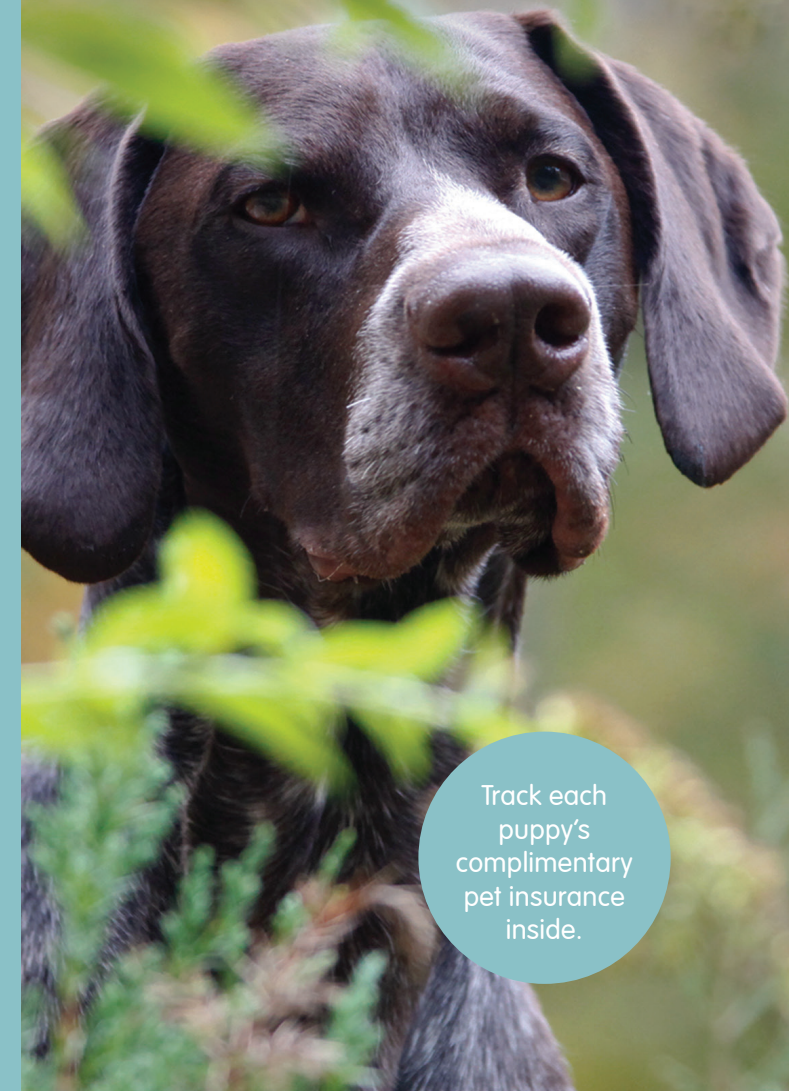
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CANADIAN KENNEL CLUB
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HEADSTART TRIAL PROGRAM

Exclusive pet insurance partner of the CKC



Track each puppy's complimentary pet insurance inside.

HERE'S WHY

Introducing new owners to pet insurance will help ensure your puppies receive the best care now and in the future.

Meet Karl - a Rottweiler.

Karl's breeder enrolled him into the 6-week HeadStart Trial providing Karl with up to \$1,000 of complimentary insurance coverage before he went home with his new owner, Jennifer.

Unfortunately, at 13-weeks old, Karl got sick with gastrointestinal and respiratory problems costing Jennifer \$2,190 in veterinary fees. Because Karl was enrolled in the 6-week HeadStart Trial, Jennifer was reimbursed the maximum amount of \$1,000 covered by the trial to help cover those unexpected expenses.

JENNIFER HAS THIS TO SAY ABOUT HER EXPERIENCE WITH PETS PLUS US.

"Thank goodness for Pets Plus Us insurance!"

We had never heard of this insurance company before but our breeder signed us up for the 6-week Headstart Trial Program through the CKC and we are so thankful she did because we ended up needing it when Karl got sick at just 13 weeks old and just before the trial period ended. Once Karl got sick, we decided it was best that we explore the options that Pets Plus Us had for paid policies and we have not looked back since. The plans they offer were exactly what we required for Karl and because we rolled our trial coverage over into a paid policy there was a no waiting period for our new coverage.

It is such peace of mind for us to know that Pets Plus Us is there for us when we need them the most. Their service, compassion and care for our fur baby has been outstanding. We would highly recommend Pets Plus Us to anyone looking for insurance for their pet."

Jennifer Burton - an actual Pets Plus Us policy holder



HERE'S HOW

It's easy to do and carries no cost or obligation to you or your new puppy owners.

1. Go to **www.PPUBreedertrial.com** or call us at **1-855-900-3644** up to 3-weeks prior to, or no later than 7 days after sending a new puppy home.
2. Ask each new puppy owner if they would like to receive communications from Pets Plus Us and be sure to indicate their consent when enrolling them into the HeadStart Trial Program. We will contact them about rolling over their trial to a paid policy as well as provide tips and offers to help keep their puppies happy and healthy.
3. Use these enclosed vouchers to record the policy number for each puppy you enroll into the program, and give the completed voucher to your new puppy owners.
4. Keep track of your litters by recording information on the included form.

BENEFITS FOR CKC BREEDERS

As a CKC Member Breeder you receive:

- A 15% discount on any Accident or Accident & Illness policy for your own pets
- Complimentary access to:
 - Pet Poison Helpline® 1-855-281-1679
 - PetHelpFone™ 1-855-838-3663
 - Compassionate Care Line 1-800-364-8422
- Elite Breeders receive additional value-added items for themselves and their new puppy owners.

**ASK HOW TO BECOME
A PETS PLUS US
ELITE BREEDER TODAY!**

TRACK YOUR LITTER

Litter Birthdate: _____

Dam: _____

Sire: _____

CKC Litter Reg. #: _____

PUPPY NAME	VOUCHER #
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____

CONGRATULATIONS ON YOUR NEW PUPPY!

Your breeder has enrolled your puppy in 6-weeks of complimentary pet health insurance with Pets Plus Us.

HEADSTART TRIAL COVERAGE INCLUDES:

- 6-weeks of Accident & Illness coverage up to \$1,000[†]
- A low \$100 deductible per incident
- 80% reimbursement for the cost of any covered treatment arising from an accident or illness
- Access to 3 FREE valuable services:



24/7 PetHelpFone™: A 24/7 telehealth service when your veterinary practice is closed.



Pet Poison Helpline®: A 24/7 poison-control service when dealing with a potentially poisoned pet.



Pets Plus Us Compassionate Care Line:

Access to a professional counsellor when dealing with serious and emotional situations regarding your pet.

6-WEEK TRIAL CONFIRMATION



Puppy Owner Name:

Voucher Number:

Coverage Start Date:

If your puppy has an accident or gets sick during the 6-week trial period, contact us with your voucher information and we can help.

Call: 1-800-364-8422 • Email: info@petsplusus.com

[†] Policy is valid for a period of 6-weeks starting at 12:01 am on the puppy's take home date. There is a 48-hour waiting period for accident and illness coverage from the time of activation.

FIRST MONTH AT NO COST!

You can roll your trial into a paid Accident or Accident & Illness policy any time during your 6-week period and receive complimentary coverage for the first month.* **Use offer code CKC1M.**

ACCIDENT & ILLNESS

**\$7,500 COVERAGE PER YEAR (MORE) OR
\$15,000 COVERAGE PER YEAR (MAX)**

**MOST
POPULAR
PLAN**

Choose from 2 levels of complete accident and illness coverage to get the best protection to fit your pet's needs.

You choose your own deductible and co-pay amount.

ACCIDENT **\$5,000 COVERAGE PER YEAR**

Provides reimbursement for eligible injuries including; consultations, exams, emergency care, hospitalization, medication, surgery, anaesthesia and specialist referrals performed by a licensed veterinarian.

Max

Miniature Schnauzer
9 months old

\$5,767

Toxic Ingestion



Go to petsplusus.com or call us at
1-800-364-8422 to get a quote.

Use offer code: **CKC1M**



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