

JOINT PLUS

8 PROVEN
ACTIVES

DURALACTIN[®]

C A N I N E

JOINT PLUS SOFT CHEW

Helps Maintain
Healthy Cartilage
and Joint Function
While Managing
Inflammation



DURALACTIN®

C A N I N E

JOINT PLUS SOFT CHEW

NEW DURALACTIN® CANINE JOINT PLUS SOFT CHEW
Helps Maintain Healthy Cartilage and Joint Function
While Managing Inflammation

Dear Doctor,

Thank you for using Duralactin® products. Veterinary Products Laboratories would like to bring to your attention Duralactin® Canine Joint Plus Soft Chew, the first 4-way multimodal support for joint health in a delicious soft chew, only available to veterinarians.



This is the ideal combination product to help dogs enjoy an active lifestyle with multimodal comfort and mobility. Duralactin® Canine Joint Plus Soft Chew:

- Reduces inflammation
- Supports joints and muscles
- Maintains healthy joint fluid
- Reduces free radical oxidation

All in palatable soft liver-flavored chews that can be given directly or mixed with food.

Duralactin® Canine Joint Plus Soft Chew contains eight active ingredients in one tablet, including MicroLactin® dried milk protein, Glucosamine HCl, and Methylsulfonylmethane (MSM), Omega 3 fatty acids (EPA and DHA), Manganese, Vitamin E and Zinc all jointly working for the health and comfort of dogs.

DOSAGE

Weight of Dog	# Chews Twice a Day
< 40 lbs	1
40-80 lbs	2
81-120 lbs	3
>120 lbs	4

Duralactin® Canine Joint Plus Soft Chew comes in a 120 count bottle (6 bottles per case) and a 240 count bottle (4 bottles per case.)



*Sample pouches
of 6 chews*

Special Promotion:

Purchase 1 case of either size
DURALACTIN® CANINE JOINT PLUS SOFT CHEW
Receive a Trial Counter Display FREE!
April 1 to June 30, 2011

Each Trial Counter Display comes with 10 trial pouches with 6 chews each and a pack of client brochures.

Dimensions are 9" long x 4" wide x 9 1/4" high.

You may use this Trial Counter Display to:

- Open the trial pouch and give a soft chew to your canine patients in the clinic.
- Give the rest of the trial pouch to your client for further use at home.
- Sell a bottle of Duralactin® Canine Joint Plus Soft Chew and give your client a trial pouch and brochure.



Enclosed are veterinary and client brochures of Duralactin® Canine Joint Plus Soft Chew, along with a free sample. You will find out how well dogs love the taste. Let us know what you would like:

Electronic version of veterinary brochure, client brochure, MSDS (please circle all that apply)	
E-mail address:	
Fax of veterinary brochure, client brochure, MSDS (please circle all that apply)	
Fax:	ATTN:
Printed copies of veterinary brochure	Quantity:
Printed copies of client brochure	Quantity:
Printed copies of MSDS	Quantity:
Printed copies of this letter (for posters)	Quantity:
Trial pouches of 6 chews each	Quantity:
ARE YOU INTERESTED IN: Which distributors carry the product? A sales representative visiting your practice?	

Please fill in the information below for:

Printed literature, sample pouches, Distributor information, Sales representative visit/call (please indicate if you want a different person in your practice contacted)

Clinic Name		
ATTN:		
Address		
City	State	Zip
Phone		

You can phone, fax or e-mail this request to Veterinary Products Laboratories:
 Phone: 1-888-241-9545 Fax: 1-800-215-5875 E-mail: info@vpl.com

Debra Nickelson DVM, MBA
 Marketing Manager
 Veterinary Products Laboratories



VETERINARY PRODUCTS LABORATORIES
Innovative Products in Veterinary Medicine™

PO Box 34820, Phoenix, AZ 85067-4820 • 888.241.9545 • www.vpl.com • www.duralactin.com