



BLUE RIBBON BENEFITS

Exclusive to Pets Plus Us, all our coverage includes our Blue Ribbon Benefits or buy it on its own for only **\$8.95/month**.

Services



PetHelpFone™: A team of experienced and qualified veterinary technicians are available when your veterinary practice is not, providing pet owners with 24/7 emergency support.



Compassionate Care Line: Our dedicated, professional in-house counsellor helps bring pet owners comfort and clarity when dealing with challenging pet health and well-being issues. And if it's ever required, we're there to provide you with much-needed bereavement support.



Pet Poison Helpline®: A 24/7 animal-poison control service for pet owners and veterinarians who require assistance with treating a potentially poisoned pet. Pet Poison Helpline is staffed with both veterinary and toxicology professionals.



Pet Concierge: Looking for a pet-related service, product or business? We're on top of all the latest and greatest, so we'll help you get connected to whatever pet items you're searching for.



Products

\$1,000 Emergency Medical Coverage: When you sign up for Blue Ribbon Membership, you'll automatically receive \$1,000 in emergency medical coverage if your pet incurs a life-threatening injury while lost. This coverage renews automatically each year as long as you keep your membership current, or when you enrol for any Pets Plus Us Wellness Care, Accident, or Accident & Illness coverage.



Pet Registry and Recovery: You'll receive a custom tag and free registry and recovery services for a dog or cat from our industry partners, PetHub® and PetLynx™. In the event your pet is lost, the PetLynx AutoMatch™ search engine greatly improves the chances of your pet's recovery.



Free subscription: Receive *Modern Dog* or *Modern Cat* magazine – lifestyle publications for you and your pet. Simply the best pet magazines ever!



Earn AIR MILES® reward miles*: Pet owners who purchase pet insurance earn one AIR MILES reward mile for every \$20 spent on Pets Plus Us coverage, including taxes.

* There is no RSA/Pets Plus Us offer of AIR MILES reward miles in Manitoba or Saskatchewan.

CHAMPIONS OF PET OWNER HAPPINESS

We're driven by our growing team of passionate pet people. Together, we're striving to be a pet owner's best friend. So when pet owners need us, we'll be there. That's what US is all about.



COMMUNITY +
COVERAGE +
MEMBERSHIP =
PETS PLUS US

To find out more:

Ask your veterinary professional

Call 1-800-364-8422

Or visit petsplusus.com



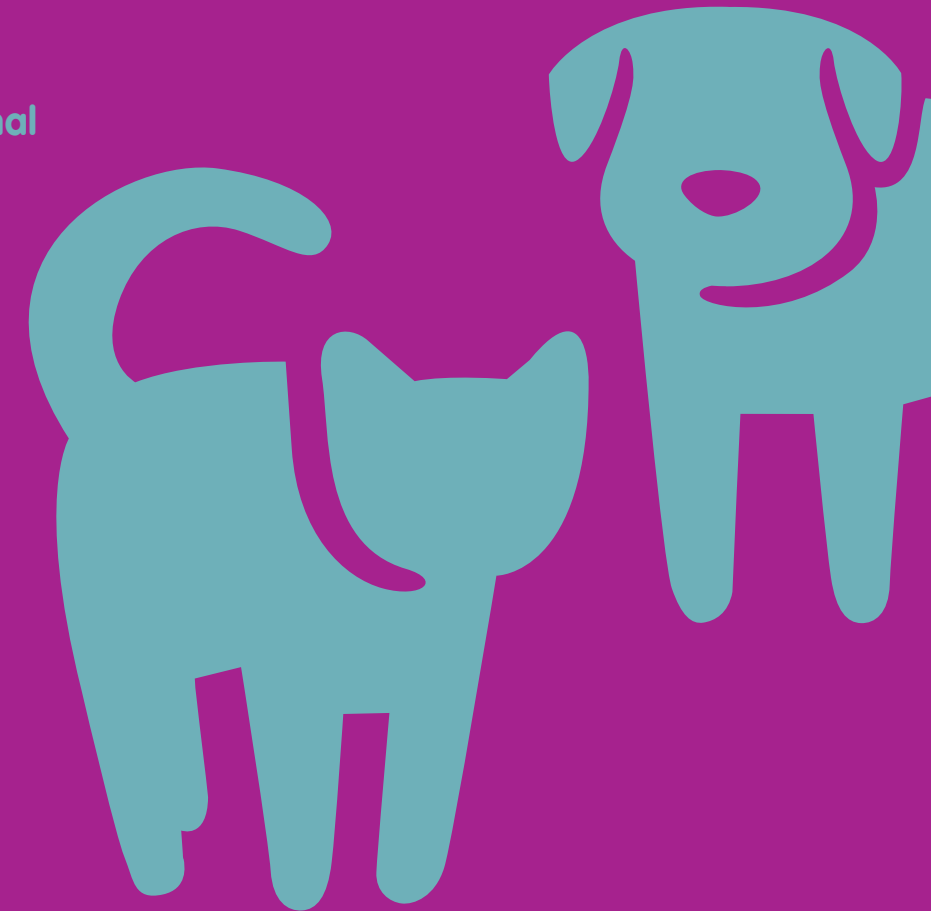
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COVERAGE & MEMBERSHIP

PET INSURANCE REIMAGINED



CHOOSE FROM FOUR COVERAGE OPTIONS!

We get it.

With coverage designed by veterinarians and pet owners, we've completely reimagined how pet insurance works.

HERE'S HOW:

Easier Coverage

You'll know what you're covered for right from the start, so you and your veterinarian can make the choices that are right for your pet's health. Plus we've simplified how making a claim works. Pets Plus Us is powered by a team of passionate pet people, so when your dog or cat needs us – or when you need us – we'll be there.

4Life Guarantee

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 Empowerment

When you get Pets Plus Us coverage, you have full access to our pet owner community which includes resources, support and information as well as a forum for discussion with other pet owners. Experience the magic that happens when we're all in it together, sharing our experiences. You'll be engaged and have access to timely information, tools and all the resources you need to help you make responsible choices for your pet's well-being, every day.



Blue Ribbon Benefits

Those who enrol for coverage also receive our exclusive Blue Ribbon Benefits.



Visit petsplusus.com or call 1-800-364-8422 for more details.

WELLNESS CARE



FIRST IN CANADA!

Think of it as a preventive prescription for your pet's health and well-being – including all of your pet's routine and seasonal care. It's the first stand-alone wellness plan offered by a pet insurance company in Canada.

Puppy/kitten wellness (7 wks–1 yr)

- 3 visits (2, 3 and 4 months of age) for exam and core vaccinations
- Deworming
- Faecal exam (2x)
- Spay/neuter
- Microchip
- Heartworm testing and/or medication (puppy only)
- Flea treatment/prevention

Adult dog/cat wellness (1–7 yrs)

- Annual exam and vaccinations
- Annual wellness profile
- Heartworm testing and/or medication (dogs only)
- Flea prevention
- Faecal exam
- Urinalysis, including collection fee
- Mature female spay/male neuter
- Nail trim
- Dental care

Senior dog/cat wellness (8+ years)

- Annual exam and vaccinations
- Six-month exam
- Annual wellness profile
- Heartworm testing and/or medication (dogs only)
- Flea prevention
- Faecal exam
- Urinalysis, including collection fee
- Nail trim
- Dental care

How it works

You select the services you prefer or which your veterinarian recommends.

We pay 100% of veterinary fees up to the maximum benefit allowed.

ACCIDENT

\$5,000 COVERAGE PER YEAR

Your pet receives emergency veterinary care and treatment for any condition arising from an accident.

Accident coverage

- Emergency veterinary care for injuries arising from an accident; includes consultations, exams, emergency care, hospitalization, drugs, surgery, anaesthesia and specialist referrals performed by a licensed veterinarian

Additional benefits—\$1,000 per incident

- Kennel boarding fees if you are hospitalized due to an accident or illness and you cannot care for your pet
 - Holiday-trip-cancellation coverage if your pet requires emergency, life-saving treatment due to an accident
 - Lost pet advertising and reward
 - Cremation or burial costs are covered for your pet
- No deductible or co-pay applies to any of these additional benefits.

Tribute donation

- We support local and national organizations. A tribute donation will be made in honour of your pet to one of our preferred animal-welfare charities, if your pet passes away.

What is not included

- Illness, Wellness Care (see our Accident & Illness plans or our Wellness Care plan for coverage options)
- All pre-existing conditions
- Anything not caused by an accident

How it works

We pay 80%: Reimbursement for 80% of all veterinary fees, including taxes!

You pay 20%: Pet owners pay for 20% of all veterinary fees, plus their monthly payment. You'll also need to pay an annual deductible.

Annual deductible: \$100

Please refer to the Pets Plus Us Wellness Care, Accident, or Accident & Illness User Guides for complete coverage details.

ACCIDENT & ILLNESS

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

Choose from 2 levels of complete accident and illness coverage to get the best protection to fit your pet's needs. Add Wellness Care for comprehensive coverage across the board!

Coverage

- Illness
- Injuries and accidents
- Hospitalization
- Surgery
- Hereditary conditions
- Diagnosis
- Prescription medications
- Alternative therapies
- Behavioural therapies

Additional benefits—\$1,000 per incident

- Kennel boarding fees if you are hospitalized due to an accident or illness and you cannot care for your pet
 - Holiday-trip-cancellation coverage if your pet requires emergency, life-saving treatment due to an accident
 - Lost pet advertising and reward
 - Cremation or burial costs are covered for your pet
- No deductible or co-pay applies to any of these additional benefits.

Tribute donation

- We support local and national organizations. A tribute donation will be made in honour of your pet to one of our preferred animal-welfare charities, if your pet passes away.

What is not included

- Wellness Care (see our Wellness Care plan for coverage options)
- All pre-existing conditions

How it works

Choose a co-pay amount:

We pay: 90%, 80% or 70%, including taxes!

You pay: 10%, 20% or 30%.

You also need to pay an annual deductible.

Age-based annual-deductible options

Dog's age	Choose from:		
0–5 years	\$100	\$200	\$300
5–10 years	\$300	\$400	\$500
10+ years	\$500	\$600	\$700

Cat's age	Choose from:		
0–5 years	\$100	\$200	\$300
5–10 years	\$200	\$300	\$400
10+ years	\$300	\$400	\$500

BLUE RIBBON MEMBERSHIP

We're building a dynamic community of Canadian pet owners, and you're invited to join us on this exciting journey.

Pet people understand the importance of "us". The Pets Plus Us pet owner community will provide resources, support and information and be a dynamic forum for discussion with Canadian pet owners. We want to arm you with helpful advice, news, resources and all the support you need to make responsible decisions for your pet's well-being, every day.

BECOME A MEMBER

Enrol for Blue Ribbon Membership, and you'll have full access to our Blue Ribbon Benefits—a group of valuable products and services that makes being a pet owner easier. These benefits are also included with any Pets Plus Us level of pet insurance coverage. When you become a member, you'll also receive our newsletter and have exclusive access to pet-related offers and promotions from Pets Plus Us and our partners.

To learn more about Blue Ribbon Benefits, please see the reverse side of this brochure.



SIGN UP TODAY!
ONLY \$8.95/month

(free with paid coverage)



community



insurance coverage



membership



PETS PLUS US