

Have you ever lost a pet?

"It won't happen to me".

Like most people, that's what I thought until my dog did something he had never done before. . . he left home. The gate was unlatched, left open by mistake. Do you realize just how much your pet means to you? I didn't. After it was too late, I admitted he was part of my family.

Frantic with worry, we did all the things we were supposed to do. Calls and visits to animal shelters, ads in the paper, flyers to veterinarians, and LOST DOG-REWARD posters hung everywhere. As we searched the neighborhood, we saw a lot of wandering dogs and cats, most without collars, just like the ones we had seen at the shelter.

As a veterinarian

I knew we were not the only ones going through this ordeal. Hundreds of LOST PET flyers have been posted at my hospital. I was frustrated. Frankly, I didn't believe anything could be done. Did you know that a family pet is lost every two seconds? That's millions every year! Shelters do their very best to locate owners, but if your pet has no form of identification, there's not much they can do.

Shelters are already overcrowded so lost pets can only be kept a short period of time. Meanwhile, owners are frantically spending time and money trying to find them. Does this make any sense? No one wants this to happen. No one wants this to continue! More pets die because their owners didn't identify them than from all infectious diseases combined.

The AVID® FriendChip™ was developed to make a difference for all pets, including yours. Avoid the pain, worry and expense of losing your pet. It's vital to identify your pet, before it's too late. Please, discuss AVID® with your veterinarian or shelter today. It really can save your pet's life.

A L Steinhilber DVM

Founder and President

What is the AVID® FriendChip™?

It's a technology miracle.

Developed by a veterinarian, the AVID® FriendChip™ is the professional way to identify your pet and it's proven safe and effective. A tiny microchip that contains a personal, one-of-a-kind identification number distinguishes your pet as a special member of your family.

The FriendChip™ is so tiny that it fits through a hypodermic needle. Just like a vaccination, it's injected under the skin of your pet where it remains safely for life. This inexpensive procedure can be done anytime and, best of all, protect virtually any pet you love. . . dogs, cats, horses, birds, reptiles, exotics, even fish! Everywhere your pet goes, the FriendChip™ is there. Real protection that can't fade or fall off.

How the AVID® System works.

Every two seconds a family pet is lost.

Tragically, most never make it back home because their owners didn't identify them. Identifying your pet is vital. With AVID®, your pet can't leave home without his identification. If your lost pet is found by a participating shelter, they'll check him for a microchip with a special scanner.

When the shelter finds the chip number, they call AVID's 24 hour hotline at 800-336-2843. After a quick search of the PETtrac™ database, you, your veterinarian, or your alternate is contacted, and your pet comes home! Scanners are provided free of charge to any shelter that requests one.

Over 17,000 scanners have already been distributed and lost pets are being found every day. The dedication and commitment of shelter personnel makes our system work. They are directly responsible for the recovery of thousands of lost pets. These shelter professionals are truly heroes.

What is PETtrac™?

It's the best way to reunite lost pets with their families. PETtrac™ is the global recovery network that has saved thousands of pets. Its sophisticated computerized Database maintains the information you provide to recover your pet. Best of all, this information will always be available because the Database is backed by Veterinary Medical Associations across the United States. Once your pet is identified with the AVID® FriendChip™, he benefits from PETtrac's safety-net of protection for the rest of his life. You can choose from two enrollment options: **Plan A:** Multiple Pet Registry. One time payment of \$40.00 protects up to eight pets. **Plan B:** Single Pet Registry. Affordable lifetime protection for your individual pet. It's only \$15.00. By enrolling in PETtrac™, you distinguish your pet as a special member of your family.



How PETtrac™ benefits your family.

Imagine being notified that your pet is found! By enrolling in PETtrac™, you provide your pet with the most comprehensive and sophisticated safety-net of protection available. When your lost pet is found, you or your designated alternate will be contacted. Your pet will be reunited directly with you, his family. Now you can enjoy real peace

of mind. Dedicated recovery specialists answer toll free calls (800-336-AVID) every minute of the day, every day of the year.



**Now You
Can Easily
Protect Your
Loved One!**