

Annex 2 – Pet Care Plans Illustrative Example

An illustration of information a Veterinary Business could provide in respect of one of its FOP's Pet Care Plans

Service included	Standalone price
Annual health check and vaccinations	Initial £85 Booster £67
Microchipping	£50 (one-off)
Unlimited consultations	£60 per consultation
Year-round flea, tick and worming treatment	£90 (a common example, but may vary) See our price list here to find the treatments relevant to you
10% discount on neutering	£150
10% discount on food	-
Total price £20 per month £240 per year	
Save up to £37 On the basis of booster vaccinations, 2 consultations, our example for FTW treatment = £277	
Save up to £105* On the basis of initial vaccinations, microchipping (one-off procedure), 2 consultations, our example for FTW treatment = £345	
This plan is a 12-month contract, which auto-renews annually unless cancelled at least 30 days before renewal. A cancellation fee of £60 applies for mid-year cancellations. See our terms & conditions for more information.	

* Where a Veterinary Business makes a savings claim in respect of a Pet Care Plan it must provide a savings comparison against the price of the services under the plan if purchased on a standalone basis, and such comparison must exclude services that are only required once in a Pet's lifetime. This is represented by the 'Save up to £37' claim shown above. Veterinary Businesses may choose to include additional savings claims which do include the savings on services which are required only once.

Where they do so, they are required to make clear where those savings relate to such one-off services. This is represented by the 'Save up to £105' example shown above. These savings claims should be displayed with equal prominence.