

Using Zylkene[®] in a Boarding Facility

Pets are most comfortable in a steady environment with a consistent routine. Changes and unusual situations such as travel and boarding which take pets out of their normal routine may be stressful. Zylkene[®] is a natural, non-sedating behavior supplement for dogs and cats that promotes calmness and can help take some of the stress out of a pet's stay during boarding.

The benefits of incorporating Zylkene[®] into a Boarding Facility include:

- A better, more relaxed boarding experience for pets
- Decreased stress GI issues and stress barking which can create a better environment for kennel staff
- Extra revenue generated from the boarding facility
- Addressing both the physical and emotional needs of pets in clinic's care
- Put owner's stress at ease
- "Extra" service

***Are the pets staying
at your hospital
"happy campers"?***



Ideas for incorporating Zylkene® into your boarding process:

- Client pre-purchases a 14-count Zylkene® waiting room pack and starts giving Zylkene® 1-2 prior to start of boarding for best results.
- Dispense out of the 120-count Zylkene® bottles in boarding facility during the pet's stay. (Average daily cost to client ~\$4/day regardless of pet size or weight)
- Zylkene® can be recommended as an independent option and added to the boarding intake form.
- Zylkene® administration can be bundled into a stress-less or "Happy Camper" package along with extra personal time (~10 minutes), pheromone administration, extra play time or special treats.

The "Happy Camper" Concept:

Offer clients the Happy Camper package when entering boarding. Then treat the boarding facility as a camp (day camp or overnight camp). The kennel assistants can be called "camp counselors".

Here are some ideas to include in the package:

- Zylkene® daily during the pet's stay
- Boarding guide for pet parents
- Extra playtime/snuggle time
- Extra treat



Shaffer Animal Hospital – Case Study:

Boarding facility incorporated within the hospital:

5 wards total:

- 55 dog cages/runs
- 12 cat cages

Extra options offered at time of drop-off on intake form:

- Zylkene[®] (\$4/day)
- Extra 10-minute walk (\$4.75 each)

In the first year after adding an option for Zylkene[®] administration to their boarding form, Shaffer Animal Hospital found that most clients were grateful for the option to give Zylkene[®] while their pet was boarding and chose to administer Zylkene[®] for the additional daily cost. They found it to be a better boarding experience for the pets and noticed less stress GI issues as well as less barking which also made it a better experience for kennel staff. Most owners were grateful for the option to give a natural, non-sedating supplement to help their pet cope with the change in environment and routine while they are away from home.

On top of a better boarding experience, your boarding facility may also benefit from additional revenue.

Assumptions:

- The Shaffer Animal Hospital boarding facility is three-quarters full on average
- One-quarter of the owners elect to administer Zylkene[®]
- This amounts to 4,562 doses of Zylkene[®] per year

That is 150 bottles of Zylkene[®] (30-count) and \$7,500 in clinic revenue!

Thank you to Dr. Nicole Gerrish &
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facility information with us!

Zylkene[®]
Keeping Happy Simple



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