

[Date]

[Customer Name]

[Address Line 1]

[City, State, Zip Code]

Subject: Enhance [Pet's Name]'s Health with Our New Comprehensive Wellness Routine

Dear [Customer Name],

As a valued member of the [Company Name] family, we know that [Pet's Name]'s health is your top priority. While your current insurance plan provides excellent protection against unexpected accidents and illnesses, many of our policyholders have asked for help managing the costs of everyday preventative care.

We are excited to introduce our **Comprehensive Wellness Routine** add-on. This enhancement is designed to cover the routine care that keeps your pet thriving year-round.

By adding Wellness Coverage to your existing policy, you can get reimbursed for:

- Annual wellness exams and physicals
- Core vaccinations and boosters
- Heartworm, flea, and tick prevention
- Routine blood work and urinalysis
- Dental cleanings
- Microchipping

Adding this protection means fewer out-of-pocket expenses for the scheduled visits you already make to the vet. It ensures that [Pet's Name] receives proactive care to catch potential health issues before they become serious.

**Exclusive Offer:** Add the Wellness Routine to your policy by [Date] and receive [Discount/Special Offer, e.g., a \$25 credit toward your next premium].

To upgrade your policy, simply visit [Website Link], use our mobile app, or call us at [Phone Number]. Our team is ready to help you build the perfect health plan for your furry friend.

Thank you for choosing [Company Name] to protect your pet.

Sincerely,

[Sender Name]

[Title]

[Company Name]