

[Date]

[Customer Name]
[Customer Address]
[City, State, Zip Code]

Dear [Customer Name],

We hope you and [Pet Name] are doing well. As a valued member of the [Company Name] family, we want to ensure your [Breed Name] has the specific protection they need for a long, healthy life.

Every breed is unique, and [Breed Name]s are known to be more susceptible to certain hereditary conditions, such as [Specific Health Risk 1] and [Specific Health Risk 2]. While these conditions can be costly to treat, early detection and specialized care make a significant difference.

To help you prepare for the unexpected, we have designed a specialized coverage plan that includes:

- Coverage for hereditary and congenital conditions common to [Breed Name]s.
- Reimbursement for diagnostic testing and specialist visits.
- Access to 24/7 telehealth consultations.

Don't wait until a symptom appears. Adding this breed-specific protection to your current policy ensures that [Pet Name] receives the best medical care without financial strain.

Exclusive Offer: Activate this additional coverage by [Date] and receive a [Percentage/Amount] discount on your monthly premium.

To learn more or update your policy, please visit [Website Link] or call us at [Phone Number].

Sincerely,

[Your Name/Company Name]
[Contact Information]