

# Email 1

## Subject

Every dog deserves this  
Ques about periodontal disease  
Thiols

## Preview

This sender is verified  
Orastrip  
Wellness exam

## Body

Dear [FIRSTNAME],

If you're like most vets who trusted and loved (and miss) the original Orastrip, you'll be thrilled to learn about the new [Orastripdx](#). It's like the original Orastrip, but it's better.

What's the big difference?

- Safe and non-invasive — your patient won't even notice!
- Easy to use — a single swab of the gingival gland is all it takes!
- Immediate results — get visual test results in 10 seconds or less!
- Healthier patients — our test strips quickly and accurately identify early-onset periodontal disease!
- Affordable — we cut out the middleman and sell directly to clinics, saving you money!
- Increased profitability — our color-coded test results are proven to increase client compliance and frequency of routine cleanings and wellness visits!

If you want to grow your clinic, improve your quality of care, and increase client compliance your practice needs [Orastripdx](#).

Click [here](#) to learn more.

[SIGN OFF]

# Email 2

## Subject

Periodontal test  
Ques about thiols  
Canine dental

## Preview

Healthier patients  
Happier clients  
Orastrip replacement

## Body

Dear [FIRSTNAME],

I'm writing to let you know we've just launched Orastripdx, the successor to the industry leading periodontal test Orastrip which helped promote awareness of the importance of oral health in dogs and the critical importance of professional veterinary dental procedures.

The new Orastripdx is:

- Safe and non-invasive — your patient won't even notice!
- Easy to use — a single swab of the gingival gland is all it takes!
- Immediate results — get visual test results in 10 seconds or less!
- Healthier patients — our test strips quickly and accurately identify early-onset periodontal disease!
- Affordable — we cut out the middleman and sell directly to clinics, saving you money!
- Increased profitability — our color-coded test results are proven to increase client compliance and frequency of routine cleanings and wellness visits!

Thiol detecting test strips like [Orastripdx](#) are recommended by [national](#) and [global](#) veterinary leaders!

Use [Orastripdx](#) and you'll have healthier patients, happier clients, and higher profitability for your practice. You'll wonder how you ever worked without it!

Visit our new website [here](#) to learn more.

[SIGN OFF]