

ENDORSEMENTS



??? DO YOU HAVE AN
ARTHRITIS
FRIENDLY
PRODUCT ???



WHAT IS CAM ENDORSED?

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DESIGNED TO HELP

The CAM endorsement package is designed to help promote products that are beneficial to dogs with OA and chronic pain, whether that be identification, diagnosis, or management.

EVIDENCE BASED PRODUCTS

To become CAM endorsed, the company behind the product must have sufficient evidence/data (where applicable) proving that it has a positive effect on managing arthritis.

We take the time to plough through all the paperwork, as well as physically test the products, and compare them with competitor products.



LOOK OUT FOR THE APPROVED STICKERS ON PRODUCTS IN THE SHOP!



HOW DO WE TEST?



We test based on the criteria below:

PRODUCT

QUALITY Is it a good quality product that is made of high-quality materials with strong manufacturing techniques?

ENVIRONMENTALLY FRIENDLY Is it made from recycled material that is at least 50% recyclable and the business has an eco-friendly ethos?

JOINT FRIENDLY Does it have a positive impact on joint health, whether that be prevention or management? Is this backed by clinical data?

EDUCATION Is there easily accessible education/instructions on how to use the product in a safe way?

VALUE FOR MONEY Does your product retail at a good price and have a strong place within the multi modal management plan?

BUSINESS

CORRECT MARKETING Is all of your marketing content truthful and accurate?

OPERATIONAL EXCELLENCE Consistent delivery against promises, established high quality standards, and transparent and easy methods for customers to contact the company with queries.

CUSTOMER SERVICE We take an average customer service score from Amazon, Google and Trust Pilot.

MARKET FEEDBACK We take an average feedback score from Amazon, Google and Trust Pilot.

FINANCIAL STABILITY Is your company well established and does it have good financial stability?

WHAT IS INCLUDED?



The CAM Approved Stamp

- Ability to use CAM approved stamps on products, social posts, and websites. Available in multiple languages for versatile use in your marketing.

Custom Content for 12 Social Media Posts

- Including tailored promotions from key team members e.g., Hannah (Veterinary Surgeon), Evie (Veterinary Nurse), Nikki (Behaviourist), Harmony (Physiotherapist), Rebecca (Hydrotherapist)

Video Creation

- One custom video explaining why your product is important in OA management and why CAM recommends your product.

Quarterly Social Media Posts

- Four seasonal posts throughout the year. Formats (static or reel) and exact dates to be agreed in our initial call – we recommend reels for better engagement.

Podcast Feature

- A guest appearance with Hannah or the sponsorship of a podcast episode.

Newsletter Features (x 2)

- Inclusions in two CAM newsletters – we'll align the content and tone to either pet parents or professionals based on your goals.

Targeted Email Marketing

- A dedicated campaign reaching over **12,000 pet parents** in our audience.

Promotion in CAM Member Zone

- Feature placement in our member zone (2,500 members), including **spotlight visibility on the homepage**.

Discount on CAM Sponsorship

- Enjoy **20% off** future sponsorship opportunities with CAM.

Exclusive Polling Opportunity

- Run a **product-specific poll** to gain valuable insights directly from the CAM community.

CAM APPROVED GRAPHICS



As part of the endorsement package, we give you some graphics to use for your marketing purposes. Showcase your CAM endorsed products with the CAM approved stamp!



ALSO AVAILABLE IN OTHER LANGUAGES



Data checked



Physical Test



Approved by CAM?



Data checked ✓

Physical Test ✓

Approved by CAM?

YES ✓

Arthritis is a complex disease that needs to be managed through a combination approach that may include medications, diet changes, additional therapies and potentially surgery. Often overlooked, but always needed, are lifestyle and environmental adaptations, including ensuring they get good quality sleep!

Dr Hannah Capon



I'm so excited that Canine Arthritis Management is teaming up with PerfectFit! I've been a longtime fan of their harnesses—they're lightweight, non-restrictive, beautifully made, and stylish too. This partnership is truly a PerfectMatch for enhancing mobility and improving the quality of life for dogs with arthritis.

Dr Hannah Capon

PerfectFit
The Ultimate Walking Partner



I picked up the SuperFeedy and was instantly blown away with the quality. You know this product is going to last! The lickmats are heavy duty, and the puzzle feeder hard wearing. Adding that to an ingenious multipurpose product is simply gold dust!

Dr Hannah Capon



Full of a high level of EPA, total omega-3 fatty acids, an adequate level of vitamin E, and restricted levels of sodium. All this allows you as a veterinary professional or owner to know that you're feeding a high quality diet providing support for your dog's joints.

Evie Tummon, CAM Head Nurse



High-quality chew toys are difficult to find, but West Paw has a number of safe, durable toys, some of which even double as an interactive feeder. Chewing is an instinctual behaviour that keeps the brain occupied, and that in turn can help reduce your arthritic dog's pain.

Harmony Coriddi,
CAM Education Coordinator



West Paw

HURLEY



#morerugslessdrugs is a CAM hashtag for a reason - better traction under their feet is believed to positively influence the dog and their disease. Floors for Paws offers improved traction as well as being beautiful flooring!

Dr Hannah Capon



HOW TO APPLY



STEP 1

Send an email to **rachel@caninearthritis.co.uk** stating your desire to become CAM endorsed.

STEP 2

Submit your product and supporting evidence to the CAM team for testing.











STEP 3

If approved, we will feature your product on our dedicated endorsed products page in the CAM shop, send you CAM approved graphics to use as you wish, as well as all the other benefits listed on page 3.

GET THE STAMP OF APPROVAL FROM THE CAM TEAM!



CONTACT

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|--|--|
|  @CAMarthritits |  @CanineArthritisManagement |
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Please send enquiries to



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