

ENDORSEMENTS



WHAT IS CAM ENDORSED?

APPROVED

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.

SO LONG MISLEADING MARKETING HELLO

APPROVAMENDORSED!

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

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

MARKET FEEDBA(K) 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?

APPROVED

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!



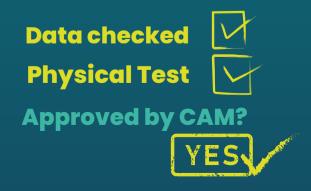






ALSO AVAILABLE IN OTHER LANGUAGES





















HOW TO APPLY





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



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



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

- @CAMarthritis
- Holly's Army
- CAM Product Share and Reviews
- @canine_arthritis
- n Canine Arthritis Management

- @CanineArthritisManagement
- @CAMarthritis
- info@caninearthritis.co.uk
- caninearthritis.co.uk
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Please send enquiries to



CAM Endorsement Manager

rachel@caninearthrits.co.uk

