



FLAVOR<sub>x</sub>

# GETTING STARTED

with FLAVOR<sub>x</sub>  
Veterinary System





FLAVORx Veterinary System

p: 800-884-5771

f: 240-223-1099

[vetinfo@flavorx.com](mailto:vetinfo@flavorx.com)

[www.flavorx.com](http://www.flavorx.com)

# WELCOME

## Welcome to the FLAVORx family!

Thank you for purchasing our veterinary flavoring system and congratulations. You now possess the tools to offer the wonderful service of improving medication palatability, creating a chain reaction of customer satisfaction and loyalty. The ability to improve the taste of medication will further impact the improvement of the health and wellbeing of all of your patients. Flavored medication will allow owners to dispense medication to pets with ease. Pet owners will find that, by removing the stress from medicine-time, your clinic has provided an invaluable gift and service. Your new FLAVORx service will provide peace-of-mind and satisfaction that will prompt customer loyalty and referrals for life.

Can't wait to get started? Great! Included in this kit is everything you need to set-up the service immediately. This handy Getting Started Guide will take you through all of the steps you need to set-up the FLAVORx System. Most importantly, be sure to register and download the Digital Flavorist program. This innovate digital tool automates the flavoring process for you and calculates the recipes. It even has helpful hints and prompts to ensure everything comes out correctly. The Digital Flavorist will reduce errors and make the flavoring process fly by. For more information and instructions see the Digital Flavorist page in this Getting Started Guide.

If you need assistance with set-up or have any questions along the way, we are here to help! Just give us a call at 800-884-5771 and a helpful representative will be more than happy to assist you.

We hope you and your furry, feathered and scaled patients enjoy your new FLAVORx System.

Best Regards,  
Your partners at FLAVORx





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## Contents Checklist



	ESSENTIALS KIT	CLASSIC KIT	EXOTIC KIT
FLAVORS	2 OZ. CHICKEN POT PIE 2 OZ. CRISPY BACON 2 OZ. GRILLED TUNA 2 OZ. RED ANGUS BEEF	2 OZ. CHICKEN POT PIE 2 OZ. CRISPY BACON 2 OZ. FISH CHOWDER 2 OZ. GOOEY MOLASSES 2 OZ. GRILLED TUNA 2 OZ. MOM'S BANANA BREAD 2 OZ. PEANUT BUTTER 2 OZ. RED ANGUS BEEF 2 OZ. SALMON STEAK	1 OZ. GROOVY GRAPE 1 OZ. MANDARIN ORANGE 1 OZ. TANGY APPLE 1 OZ. WATERMELON PASSION
MIXING SUPPLIES	(3) ADAPT-A-CAPS SWEETENING ENHANCER VET SYRUP VERSA FREE FELINE SOLUTION (10) 2 OZ. DROPPERS (2) GRADUATED CYLINDERS MORTAR & PESTLE SPATULA	(3) ADAPT-A-CAPS SWEETENING ENHANCER VET SYRUP VERSA FREE FELINE SOLUTION (10) 2 OZ. DROPPERS (2) GRADUATED CYLINDERS MORTAR & PESTLE SPATULA	(3) ADAPT-A-CAPS SWEETENING ENHANCER VET SYRUP VERSA FREE (4) 1 OZ. DROPPERS 2 OZ. DROPPER (2) GRADUATED CYLINDER MORTAR & PESTLE SPATULA
DISPENSING SUPPLIES	(25) 0.5 ML SYRINGES (25) 1ML SYRINGES (25) 3 ML SYRINGES (25) 5 ML SYRINGES (100) 1OZ. BOSTON ROUNDS & CAPS (100) 2OZ. BOSTON ROUNDS & CAPS (100) PERFIT PLUGS (500) FLAVORED BY FLAVORx LABELS (500) KEEP REFRIGERATED LABELS (500) SHAKE WELL LABELS (500) VET USE ONLY LABELS	(25) 0.5 ML SYRINGES (25) 1ML SYRINGES (25) 3 ML SYRINGES (25) 5 ML SYRINGES (100) 1OZ. BOSTON ROUNDS & CAPS (100) 2OZ. BOSTON ROUNDS & CAPS (100) PERFIT PLUGS (500) FLAVORED BY FLAVORx LABELS (500) KEEP REFRIGERATED LABELS (500) SHAKE WELL LABELS (500) VET USE ONLY LABELS	(25) 0.5ML SYRINGES (25) 1ML SYRINGES (100) 1OZ. BOSTON ROUNDS & CAPS (100) PERFIT PLUGS (500) FLAVORED BY FLAVORx LABELS (500) KEEP REFRIGERATED LABELS (500) SHAKE WELL LABELS (500) VET USE ONLY LABELS
MARKETING MATERIALS	FAVORABLE FLAVORS MENU PADS POSTCARDS WINDOW CLINGERS	FAVORABLE FLAVORS MENU PADS POSTCARDS WINDOW CLINGERS	FAVORABLE FLAVORS MENU PADS POSTCARDS WINDOW CLINGERS

## Highlighted Components



### FLAVORS

All FLAVORx flavors are dye-free and sugar-free. The ingredients have also undergone pH, stability, compatibility, and organoleptic testing. One 2oz bottle of flavoring yields approximately 85 flavored scripts.



### DIGITAL FLAVORIST

Our recipes are available electronically for over 400 different medications, ranging from commonly used medications to not so common. For more information see the DIGITAL FLAVORIST section.



### SWEETENING ENHANCER

A natural extract. It is over 100 times sweeter than table sugar, safe for diabetics, and helps mask the bitterness of medications.



### PERFIT PLUGS

A liquid-tight, spill-proof plug designed to fit in the neck of the flavors and dispensing bottles. It is made of durable plastic so it won't break down or change the original composition of the medication or flavoring.



### VET SYRUP

A sweet suspension vehicle for the medication and flavoring mixture. It is specially formulated so that the medicine, flavoring, and Sweetening Enhancer are equally distributed among the solution.

### FELINE SOLUTION

A salty mixing vehicle formulated for use in cats. (only for Essentials and Classic kit).



### VERSA FREE DIABETIC SOLUTION

A sugar-free vehicle used in place of the Vet Syrup when medicating a diabetic patient.



### ADAPT-A-CAPS

A spill-proof solution for Vet Syrup, Versa Free, and Feline Solution.



# DIGITAL FLAVORIST

**An interactive flavoring program that makes flavoring medication quick, easy, and cost-effective.**

The Digital Flavorist automatically calculates recipes for more than 400 medications by simply entering the patient's species, weight, and medication specifications. It's that easy!

## Downloading Digital Flavorist



### REGISTER

Go to [www.digitalflavorist.com](http://www.digitalflavorist.com) and follow the steps to register for the program.



### INSTALL

Install the program link, which will be delivered to your e-mail inbox.



### ACTIVATE

Download the Digital Flavorist and follow the steps to activate the program. You will need your customer number, which is located on your packing slip or invoice.



For questions and more information, call: 800-884-5771

# Using Digital Flavorist

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## ENTER BASIC INFORMATION FOR YOUR FORMULATION

**DIGITAL FLAVORIST™**  
VETERINARY FLAVORING PROGRAM

Tools Setup Help

STEP 1 STEP 2 STEP 3

**Step 1: General Information**  
\* indicates required fields

Current Veterinarian: Dr. Brown [VET] [VET]

Client Name: Smith Client ID: [ ]

Pet Name: Frisky Pet Weight lb\*: 9.2500 kg 4.205

Species\*: Cat  Diabetic

Drug Name\*: ce

Generic	Brand	Dosage F
Cefadroxil	Cefa Tabs	Tabl...
Cefadroxil	Duri-Cef	Tabl...
Cefadroxil 50mg/ml	Cefa Drops	Liquid
Cefame	Suprax	Tabl...
Cefpodoxime Prox...	Simplecef	Tabl...
Cefpodoxime Prox...	Vantin	Tabl...
Celecoxib	Celebrex	Caps...

EXIT CLEAR NEXT

- Select the species
- Enter your patient's weight
- Choose the prescribed medication
- Check the 'Diabetic' box if the patient is diabetic

### FEATURES

- Contains over 400 medications
- Keeps a log of all completed recipes
- Built in unit converter

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## CHOOSE YOUR FLAVOR AND ENTER DOSAGE INSTRUCTIONS

**DIGITAL FLAVORIST™**  
VETERINARY FLAVORING PROGRAM

Tools Setup Help

STEP 1 STEP 2 STEP 3

**Step 2: Flavoring Options**

Current Drug: Cephalosin (Ceflex) Capsules

Flavor\*: Grilled Tuna [Pill Size: 250mg 500mg]

Flavor list: Crispy Bacon, Salmon Steak, Chicken Pot Pie, Fish Chowder, Goosey Molasses, Liver, Red Angus Beef, Scrumptious Peanut Butter

Dose Strength: 35.00 mg / kg Dose Volume: 14 volume in ml

Diabetic

BACK CLEAR NEXT

- Recommended flavors appear in green
- Select pill size(s)
- Choose preferred dosage units
- Choose dose volume

### FEATURES

- Automates calculations
- Makes flavor recommendations
- Enables dilutions
- Allows custom pill sizes
- Built in flavoring tips

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## FINAL FORMULATION INSTRUCTIONS AND CALCULATIONS

**DIGITAL FLAVORIST™**  
VETERINARY FLAVORING PROGRAM

Tools Setup Help

STEP 1 STEP 2 STEP 3

**Step 3: Flavoring Instructions**

Expiration Date: Tuesday, June 02, 2009

Comments / Dosing Instructions:  
Give 0.50 ml of solution (147.18 mg of drug) 2 times a day for 14 days  
Solution Concentration = 294.36 mg / ml  
There is 0.44 ml of extra solution

Recipe / Mixing Instructions:  
Open eight 500mg and one 250mg capsules and empty contents in mortar or mixing bowl  
Add 7.22 ml of FLAVORx Syrup to mixing bowl  
Add 0.75ml of Sweetening Enhancer to mixing bowl  
Add 0.17ml of Grilled Tuna to mixing bowl  
Mix all ingredients thoroughly then transfer to dispensing bottle/syringe and...

BACK PRINT RESET

- Provides mixing instructions
- Provides calculations
- Print recipe
- Print medication label
- Email

### FEATURES

- Provides step-by-step flavoring instructions
- Prints recipe/summary sheets
- Prints prescription labels
- Shows all calculations
- Provides on-line support

For features and a step-by-step instruction video, visit:  
[www.digitalflavorist.com/features.html](http://www.digitalflavorist.com/features.html)

[www.digitalflavorist.com](http://www.digitalflavorist.com)

# MARKETING GUIDE

## Marketing Materials



### FAVORABLE FLAVORS

A guide that contains the most commonly prescribed medications and the flavors to best compliment them.

#### TIP!

*Use this tool with the client or in the compounding area as a quick reference when choosing a flavor for a pet.*



### MENU PADS

A handy little tool for medication dispensing instructions that lets your customers see and choose their preferred flavor.

#### TIP!

*Staple the completed sheet to the prescription to avoid confusion and ensure the medication is flavored.*



### POSTCARDS

Announce your flavoring service to your community & customers!

#### TIP!

*Personalize the postcards with your clinic's contact information. Mail them to key contacts or make them available to clients in the clinic/office.*



### WINDOW CLINGERS

Proudly display your flavoring service on any window or door.

#### TIP!

*Gain clients' attention by putting the Window Clinger in places where clients will see and have time to read them.*

*The  
FLAVORx  
system  
comes with  
outstanding  
tools to  
effectively  
market the  
program!*





# PROFITABILITY

## What's in it for you?

FLAVORx benefits your patients and will also significantly contribute to your bottom line. With the addition of FLAVORx to your pharmacy you can:

- Generate \$90K in one year!
- Pay for the kit in 1 month by flavoring 9 scripts a week

The average Veterinarian dispenses between 18-40 favorable scripts per day.



*Turn  
your pills into  
more profit!*

**REVENUE IMPACT** (based on a 5 day week, mixing/flavoring fee of \$15, and average dispensing of 25 favorable scripts per day.)

% SCRIPTS FLAVORED	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
<b>ANNUAL REVENUE IMPACT OF FLAVORING</b>	<b>\$9,000</b>	<b>\$18,000</b>	<b>\$27,000</b>	<b>\$36,000</b>	<b>\$45,000</b>	<b>\$54,000</b>	<b>\$63,000</b>	<b>\$72,000</b>	<b>\$81,000</b>	<b>\$90,000</b>

## EXAMPLE OF PROFITS

MEDICATION NAME	AMOXICILLIN	CEPHALEXIN
SUSPENSION STRENGTH	50 MG/ML	50 MG/ML
TOTAL DISPENSING VOLUME	20 ML	20 ML
# OF CAPS/TABS & STRENGTH	4 X 250 MG	4 X 250 MG
COST PER CAP/TAB	\$0.20	\$0.25
TOTAL COST OF MEDICATION	\$0.80	\$1.00
COST OF FLAVORING AND DISPENSING SUPPLIES	≈ \$3.70	≈ \$4.20
TOTAL COST OF INVENTORY	≈ \$4.50	≈ \$4.70
SUGGESTED MIXING & FLAVORING FEE	\$18.00	\$18.00
<b>PROFIT PER PRESCRIPTION</b>	<b>\$13.50</b>	<b>\$13.30</b>
<b>% PROFIT PER PRESCRIPTION</b>	<b>300%</b>	<b>282%</b>



# TESTIMONIALS

## Something to squawk about

"The Maryland Zoo houses over 1500 species, ranging from insects to elephants. Some of our patients can be difficult to medicate. With the use of FLAVORx products we are able to treat our wide range of residents while increasing compliance. Having animals willing to take their medicine saves us time and resources, the FLAVORx Veterinary System is an integral part of our zoo medication program."

The Maryland Zoo



"We think its great, especially for exotics. We have had quite excellent results, increased profits, kept medications (and refills) in house and provided better and broader patient care through our use of FLAVORx."

Arlington Heights Animal Hospital

"We always use on rabbits, guinea pigs, etc. to make medication much easier."

Wolfchase Animal Hospital

"We have been thrilled with your program. It has been a lifesaver for us and has saved us a lot of money."

Arizona Animal Welfare League

"I can treat patients with medications I wouldn't normally be able to use."

Kaskaskia Valley Animal Hospital

"I love this product and will continue to use them. Works well for our practice, we enjoy having the opportunity to make medicine administration easier."

Coventry Animal Hospital

"I like the option of sugar free for the diabetic patients."

Salem Vet Service

"99% of our clients are repeat buyers of our medications."

Locke Taylor Inc

"Flavoring medications within the animal world is a huge blessing. Thank you so much for your wonderful service!"

Chenango Animal Hospital



**INSTRUCTIONS:** To complete your order, please fax completed form to 301.654.1117 or call 800.884.5771 x453 or x 262 for new customers.

CONTACT INFORMATION CUSTOMER#:

CLINIC: \_\_\_\_\_

NAME: \_\_\_\_\_

STREET: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE:   ZIP:

PHONE:    -    -     EXT:

FAX:    -    -

DATE:   /   /

E-MAIL: \_\_\_\_\_

**PAYMENT INFORMATION**

MC  VISA  AX

CC#:

EXP:   /

CARDHOLDER: \_\_\_\_\_

**FLAVORx VETERINARY SYSTEM**

QTY	ITEM DESCRIPTION	PRICE
	EXOTIC SET	\$299.00
	BASIC SET	\$399.00
	CLASSIC SET	\$499.00

**STANDARD FLAVORS - 2oz**

QTY	ITEM DESCRIPTION	PRICE
	CHICKEN POT PIE	\$57.95
	CRISPY BACON	\$57.95
	FISH CHOWDER	\$57.95
	GOOEY MOLASSES	\$57.95
	GRILLED TUNA	\$57.95
	MOM'S BANANA BREAD	\$57.95
	RED ANGUS BEEF	\$57.95
	PEANUT BUTTER	\$57.95
	SALMON STEAK	\$57.95

**SPECIALTY FLAVORS - 1oz**

QTY	ITEM DESCRIPTION	PRICE
	BUBBLEGUM TREAT	\$29.95
	CHERRY BLAST	\$29.95
	GROOVY GRAPE	\$29.95
	MANDARIN ORANGE	\$29.95
	RADICAL RASPBERRY	\$29.95
	STRAWBERRY SHORTCAKE	\$29.95
	TANGY APPLE	\$29.95
	WATERMELON PASSION	\$29.95

**OFFICE USE ONLY**

# ORDER FORM

9475 Gerwig Lane  
Columbia, MD 21046  
(800) 884-5771  
flavorx.com



**DISPENSING SUPPLIES**

QTY	ITEM DESCRIPTION	UNIT	PRICE
	DISPENSING BOTTLES - 1oz	EACH	\$0.57
	DISPENSING BOTTLES - 1oz	100	\$38.00
	DISPENSING BOTTLES - 2oz	EACH	\$0.59
	DISPENSING BOTTLES - 2oz	100	\$42.00
	DROPPERS - 2oz	EACH	\$0.83
	DROPPERS - 2oz	10	\$5.50
	ORAL DISPENSING SYRINGE - 0.5ml	100	\$28.95
	ORAL DISPENSING SYRINGE - 1.0ml	100	\$28.95
	ORAL DISPENSING SYRINGE - 3.0ml	100	\$28.95
	ORAL DISPENSING SYRINGE - 5.0ml	100	\$28.95
	PERFIT PLUGS <b>NEW!</b>	EACH	\$0.95
	PERFIT PLUGS <b>NEW!</b>	100	\$76.00
	"FOR VET USE ONLY" LABELS	500	\$8.95
	"FLAVORED BY FLAVORx" LABELS	500	\$8.95
	"SHAKE WELL - REFRIGERATE" LABELS	500	\$8.95

**MIXING SUPPLIES**

	SWEETENING ENHANCER - 2oz	EACH	\$57.95
	FLAVORx VET SYRUP - 16oz	EACH	\$17.95
	FLAVORx VET SYRUP - 16oz	12 pk	\$149.95
	VERSAFREE DIABETIC - 16oz	EACH	\$16.95
	FELINE SOLUTION - 16oz	EACH	\$17.95
	FELINE SOLUTION - 16oz	12 pk	\$149.95
	FORMULARY & BINDER	SET	\$29.95
	DIGITAL FLAVORIST® <b>NEW!</b>	EACH	\$199.00
	MORTAR & PESTLE	SET	\$16.90
	SPATULA	EACH	\$3.99
	MEDMASHER	EACH	\$99.95
	PILL POUCHES FOR MEDMASHER	1000	\$49.95
	PILL POUCHES FOR MEDMASHER	50	\$5.95
	GRADUATED CYLINDER 10ml	EACH	\$5.50
	GRADUATED CYLINDER 50ml	EACH	\$9.00

**MARKETING MATERIALS**

	WINDOW CLINGER <b>NEW!</b>	3	\$5.99
	POSTCARDS <b>NEW!</b>	30	\$6.99
	MENU PAD <b>NEW!</b>	2	\$4.99
	FAVORABLE FLAVORS <b>NEW!</b>	2	\$4.99
	MARKETING PACK <b>NEW!</b>	EACH	\$15.00

Please note that with the exception of the Complete Set, all individual sales are for current FLAVORx customers only.



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