

Purr-fecting Pet Health in Your Pharmacy

You've heard the terms - Dog Dad, Cat Mom, Fur Babies - these titles are clear indicators on how much the owner and pet role has changed in your patient's household.

In 2019, Americans spent more than [75 billion](#) on their pets. The growth in millennial pet parents and the trend toward humanizing pets have led to an increased demand for high-quality premium pet products and services.

If your pharmacy hasn't taken advantage of getting involved in this booming industry, here are some tips on how to get started.



Tip 1: Invest in a Permanent Pet Endcap

Include a wide variety of pet essential items to choose from. Products should include collars, leashes, chew toys, health supplements, and natural treats. Pet parents are opting to purchase natural products to maintain and/or improve the health and well-being of their beloved companion animals.

The [top-selling](#) natural pet products are:

- Holistic cat and dog food
- Holistic grooming products such as the blueberry facial for dogs
- Products for older pets, particularly for dogs
- Toys made with natural fibers
- Cat litter

Tip 2: Offer CBD Oils for Pets

Anxiety? Pain? Loss of appetite? CBD can help those furry companions too. CBD Oils have taken the country by storm and pets shouldn't be excluded from the many benefits they offer. CBD shows promise in [supporting](#) a pet's:

- Neurology & cognitive function
- Immunity & allergy systems
- Hip & joint mobility
- Relaxation & comfort
- Everyday health & wellness

Tip 3: Don't Forget the Topical Preventatives

In the warm weather months and year-round in the South, monthly topical preventatives like flea/tick and heartworm medications are an easy sell. Typical margins for pharmacies are in the range of 20-28%. Make sure to offer a variety of strength and size options for the larger and smaller sized pet.



Tip 4: Compound & Partner with Veterinarians

Compounding makes life easier for veterinarians and pet owners. To start out, consider offering simple compounded medications like prescription flavorings. Chicken? Fish? Steak? There's a flavor out there that will suit your patients' pet. Make sure to let local veterinarians know that you can fill pet prescriptions and flavor them, too.

Closing Thoughts

Pet health is a profitable business that will continue to rise. Your pharmacy should take advantage of these tips and see how four-legged patients can boost your bottom line.

Don't know where to start? Through our partnership with Aspire Health Pharmacy Services, Keystone has the solutions to get your pharmacy running with competitive pricing, discounts, and attractive rebates. To learn more about our offerings, ask your Keystone Sales Rep via phone 215-464-9892 or email info@kpparx.com.