

# MICROCHIPPING 101

Why its hip to Microchip!



## WHAT IS A MICROCHIP?



A Microchip is an implantable permanent form of identification that is about the size of a grain of rice. The microchip is an integrated transponder encapsulated in bioglass to prevent tissue irritation and microchip migration.



## HOW A MICROCHIP RETURNS A PET BACK HOME



If your pet gets lost and is taken to an animal shelter or veterinarian, they will scan your pet for a microchip. The scanner will then read its unique dog or cat ID code. This is the number used by the microchip provider to identify the pet and retrieve your contact information, which is used to contact you and reunite you with your pet!

## HOW DOES THE MICROCHIP WORK?



The microchip itself has no internal energy source, so it will last the life of your pet. It is read by passing a microchip scanner over the pet's shoulder blades. The scanner emits a low radio frequency that provides the power necessary to transmit the microchip's unique cat or dog ID code and positively identify the pet.



75% of microchipped pets are returned to their owners after being lost!



Microchips have reunited pets and owners more than 1,000 miles apart



1 in 3 pets will go missing in their lifetime.