

Vet Bill Saver — Press Kit

Last updated: May 2026

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Operating entity: Superwild Ltd (company number 17138850), Moy Road Industrial Estate, Taffs Well, Cardiff, CF15 7QR

At a glance

Vet Bill Saver (vetbillsaver.com) is an independent UK price comparison service for prescription dog medication. It compares the cost of every common UK-licensed dog medicine across every VMD-approved online pharmacy, shows the specific monthly and annual saving for the user's dog (by weight), and explains how to action it under the Competition and Markets Authority's 2026 reforms.

The site is free, requires no signup, lists 79 medications across 12 therapeutic categories (and growing via a planned VMD register ingest), and ranks pharmacies by price first, never by affiliate commission.

It is owner-run by Stephen, the founder, operating under Superwild Ltd.

Three pitch numbers

- £200/year** — the CMA's own estimate of typical UK owner overspend on long-term medication ("over 70% of pet owners purchase long-term medication from their vet practice even though many could save £200 a year or more if they bought online", gov.uk press release, 24 March 2026).
 - £600-£900/year** — typical real-world saving for a senior dog on multiple chronic prescriptions (Apoquel + Vetmedin + gabapentin pattern).
 - 63%** — the rise in UK vet prices in seven years that prompted the CMA's market investigation.
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The reform in one paragraph

The Competition and Markets Authority concluded its veterinary services market investigation on 24 March 2026. The resulting Order is legally binding by 23 September 2026 for the six large UK corporate vet groups (CVS, IVC, Linnaeus, Medivet, Pets at Home, VetPartners), with smaller practices given an extra three months. It requires every vet to disclose that medication is often cheaper online, offer a written prescription on request, and cap the prescription fee at £21 for the first medicine plus £12.50 per additional medicine on the same prescription. It also forces top-10 price-list display, corporate ownership disclosure, written estimates for treatment over £500, and a standardised complaints process.

Three case studies (indicative pricing, May 2026)

Apoquel — allergy

- Active ingredient: oclacitinib (Zoetis-branded JAK inhibitor)
- Typical UK vet price: £75-£110/month for a 15 kg dog
- Cheapest VMD-approved online: ~£44/month (Pet Drugs Online, live-verified)

- **Annual saving: ~£552, net of £21 prescription fee: £531**

Vetmedin — heart failure

- Active ingredient: pimobendan (Boehringer Ingelheim-branded; generic available as Cardisure)
- Typical UK vet price: £38-£75/month
- Cheapest online: ~£25/month (generic Cardisure)
- **Annual saving: ~£360, net of £21 prescription fee: £339**

Gabapentin — chronic pain

- Active ingredient: gabapentin (off-patent human generic)
- Typical UK vet price: £18-£38/month
- Cheapest online: ~£9/month
- **Annual saving: ~£228, net of £21 prescription fee: £207**

Three quotable lines

"The regulator has done its job — vets must now tell owners that medication is cheaper elsewhere, and cap the prescription fee. The remaining piece is owners knowing where to look. That's what Vet Bill Saver exists for."

"We rank pharmacies by price, not by commission. If a more expensive pharmacy paid us more, recommending them would destroy the trust this site depends on. So we don't."

"The site is built around a simple promise: enter your dog's weight and their medication, and we'll show the exact saving — in pounds, after the prescription fee. No fluff. No login. No catch."

Founder background

Vet Bill Saver was built and is run by Stephen, an entrepreneur based in Cardiff. Superwild Ltd is his operating company (Companies House number 17138850). The site was built in May 2026 as a focused weekend MVP following the CMA's Final Report, and has grown from 30 medications at launch to 79 today.

Stephen is available for comment, quote attribution, and on-camera interview. Reach him at hello@vetbillsaver.com.

Logo and brand assets

- **Horizontal lockup** (green square + wordmark):
`vbs-logo.svg` (also available embedded in this directory)
- **Square icon** (brand green #2a724e with white £ glyph):
`vbs-icon.svg`
- **Brand colour:** #2a724e (deep emerald)
- **Brand voice:** plain UK English, specific pound figures, no jargon, measured (not aggressive) consumer advocacy.

Logos may be used in press coverage referencing Vet Bill Saver. Do not modify proportions or recolour. Direct download:

- `press/vbs-logo.svg`
 - `press/vbs-icon.svg`
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Methodology

- We compare list prices from the public product pages of every UK VMD-approved online pet pharmacy (Animed Direct, Pet Drugs Online, VetUK, Hyperdrug, PetMeds, Chemist.co.uk).
 - Vet practice price ranges are derived from the CMA's 2025 provisional report appendices, the CMA Final Report, ManyPets annual price data, VetHelpDirect averages, and our own monthly spot-checks.
 - Prices are refreshed monthly. Every medication page shows a "last verified" date.
 - Pharmacy ranking is by cheapest pack-equivalent monthly cost. Affiliate commission rate is never a ranking factor.
 - We only list pharmacies on the official VMD register of approved internet retailers (gov.uk/check-veterinary-medicine-seller).
 - All product names, manufacturer marks and active ingredients are the property of their respective owners and are used here for factual comparison purposes.
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Asks for journalists

- Cite us with a link to vetbillsaver.com.
 - Quote attribution: "Stephen, founder of Vet Bill Saver".
 - Logo use: yes, please. Files at [/press/](#).
 - Underlying dataset: available on request to journalists working on veterinary cost or CMA compliance stories. Email hello@vetbillsaver.com.
 - Briefings and on-the-record commentary: yes, available with 24 hours' notice. Best reached via email.
 - For broadcast: Stephen is available for telephone or video interview from Cardiff. Camera-ready studio quality on 48 hours' notice.
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Notes for fact-checkers

- The CMA Order's prescription fee cap is two-tier: **£21 for the first medicine **on a written prescription and** £12.50 for each additional medicine** on the same prescription. Bundling reduces fees.
- The Order is **legally binding by 23 September 2026** for large groups. Smaller veterinary businesses have **three additional months**.
- The six large UK corporate vet groups named by the CMA are: CVS, IVC, Linnaeus, Medivet, Pets at Home, VetPartners. Vets4Pets is a Pets at Home brand and is not named separately.
- We are operated by Superwild Ltd, registered in England and Wales, company number 17138850. We are not a vet practice, not a pharmacy, and not a regulator. We are a price comparison service.

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