



Why Use ClayPaws®, the Original Paw Print Kit™, in Your Practice?

Most pet parents seek medical care for their companion animals because they are as dedicated to their pets as they are to the human members of their families. Today, the family-pet bond is probably the foundation of your veterinary practice.

Research shows that forming deep bonds with companion animals has many benefits. Yet, all too often, deep love means there is also deep grief when beloved pets die.

If you're like most people, you want to provide skilled emotional support for your clients when their pets die. However, since learning how to provide grief support was probably not part of your formal training, you may not feel confident about reaching out.

But, reach out you must...

These days, veterinary teams are often measured by their ability to care for *people* as well as animals. In veterinary medicine today, it's your clients—and the relationships you build with them---who form the heart of your veterinary practice.

Practicing veterinary medicine 'from the heart' means taking a personal interest in your clients and in the special bonds they share with their pets. When the family-pet bond is broken by death, it means seeing your clients through the tough, emotional times with resources and practice tools designed to help them heal.

When a pet dies, most clients leave your clinic 'empty-handed', without the beloved animal they've entrusted to your care. This feeling of emptiness puts the relationship you've worked so hard to create in jeopardy. Why? Because clients who feel unsupported during pet loss often don't come back.

Providing clients with a ClayPaws® print of their beloved pet's paw is the perfect solution to this problem. With ClayPaws® prints, clients never feel they leave your practice 'empty-handed'. Instead, they leave with a lasting keepsake that reminds them of the deeply loving bonds they shared with their pet and the skilled emotional support you provided for them.

While sending condolence cards or fresh flowers or making donations to animal-related organizations are wonderful, caring gestures, they don't have the lasting impact of providing clients with an actual print of their pet's paw.



"Our vet provided a paw print of our Casey...we think it was a wonderful gesture."

--Jim and Kathy, Pet Parents



"We wouldn't trade our ClayPaws® print for anything."

--Linda and Ron F., Pet Parents

"My ClayPaws® print is the most cherished memory I have of my sweet Raymond...thank you so much for the feeling of 'having a part of Raymond still with me'. I can't begin to explain that comfort."

--Jenny T., Pet Parent

"...we will always cherish our reminder of our beloved pet with the ClayPaws® print that our vet gave us..."

--Tawna S., Pet Parent

"My veterinarian and staff made an excruciatingly painful experience much easier by their compassion, kindness, and thoughtfulness. It could have been a much more difficult day for me but, as I was leaving, the technician brought me a [ClayPaws®] imprint of Raleigh's paw...there will never be enough words for me to tell you what that simple gesture meant to me...thank you from the bottom of my broken heart."

--Jean C., Pet Parent

"[My ClayPaws® print] is such a sentimental and tangible item that I can look at and remember Angel by. Thank you for a wonderful, heartfelt idea. I'll cherish it forever."

--Patricia M., Pet Parent

Each ClayPaws® print is as unique and individual as a human fingerprint and as precious as the plaster handprints children make in school. Each print can be decorated and trimmed with the pet's name and other mementos to make it even more comforting and meaningful. ClayPaws® prints help make the experience of pet loss just a little bit more bearable because they show your clients that you understand and care.

There are other great reasons to use ClayPaws®, the original paw print kit™ in veterinary practice. In addition to using them with end-of-life protocols, consider ClayPaws® kits for:

- **creating greater staff satisfaction.**
Helping clients deal with pet loss is often an awkward, emotionally difficult task for staff members. Making ClayPaws® prints helps your staff feel more confident about showing their personal feelings of compassion and understanding, even if they don't have just the right words to say.
- **creating a caring, compassionate reputation for your clinic.**
Today's clients look for veterinary care that is concerned with the well-being of people, as well as the care of pets. It's not unusual for pet parents to call us at World by the Tail, Inc. to inquire about veterinary clinics in their area that offer ClayPaws® kits.

- **new patient/client welcome packs.**

ClayPaws® Accessory Kits make it easy to adapt a basic ClayPaws® print to one that commemorates a new patient's first visit to your clinic or preserves a puppy/kitten's tiny baby paw.

- **recruiting patients for Senior, Puppy Kindergarten, or Annual Wellness programs.**

Offer ClayPaws® prints as an incentive for enrollment.

- **encouraging cat owners to bring their felines in for annual check-ups.**

Recent surveys show clients are much less likely to provide regular veterinary care for cats than for dogs. Promote an Annual Cat Exam Month and offer ClayPaws® prints to cat owners who schedule an appointment.

- **soothing anxious clients whose pets are having surgery.**

Some clients feel that the bond with their pet is particularly vulnerable when a pet is having surgery. Providing clients with ClayPaws® prints prior to their pets' treatments provides a tangible connection during an emotionally difficult time.

So, you're convinced that making paw prints is a good idea for your clinic? Great! But, why should you choose ClayPaws® kits rather than another product or method on the market?

ClayPaws®, the original paw print kit™ is your best choice because:

We Use a Special Formula

ClayPaws® kits are made from a specially-formulated modeling compound that is only available from World by the Tail, Inc. During our 12 years in business, we've worked closely with our vendor to perfect our clay so we can be certain it's the right consistency to both hold its shape and feel easy for you to soften and knead. As a ClayPaws® customer, you also have your choice of three kinds of clay. According to your preference, you can choose from Standard white, Soft white, or Terra Cotta clay.

Other paw print products offer compounds that air dry or are sold in bulk. In our experience, these products are often 'aged' by the time you get them, making the clay more difficult to manipulate and causing prints to crack over time. Since we buy and sell clay in large quantities, our specialized formula is mixed upon the placement of our order and is the freshest product we can possibly provide.

Our Kits are Convenient

ClayPaws® kits are quick and easy to make (no mixing or mess!) and packaged with everything you need to easily and quickly make a paw print. Each kit includes a fresh patty of clay, complete and detailed instructions for you or, if you choose to send your prints home with clients for baking and decorating, a second sheet of instructions for them. Once imprinted, ClayPaws® prints are easily slipped back into the protective plastic bag. The enclosed insert offers space for you to sign or stamp your clinic's name so clients realize the gift is from you.

We Keep Our Prices Low

We began our business specifically to help veterinary teams provide care and comfort to clients by creating products and resources that honor the love clients share with their pets. We care deeply about grieving pet parents and want each person who could benefit from a ClayPaws® print to have one when they need it most!

That's why we keep our packaging simple and our prices low so you can afford to give ClayPaws® prints as gifts or easily work their cost into your pricing structures. To make ClayPaws® kits even more affordable, we offer quantity discount pricing, so the more you buy, the more you save!

Our Information and Disclaimers

Our ClayPaws® formula is non-toxic and safe for people and pets alike and we stand behind our products.

If you use bulk clay or another commercial product, you may not have a company like World by the Tail, Inc., to turn to should a client have a problem. However, when you use ClayPaws® kits, you enjoy the protection of our respected, established brand name, as well as the commitment World by the Tail, Inc., makes to our customers.

We Have Time to Answer Your Clients' Questions

We field calls each day from pet parents who need assistance with baking, decorating, or duplicating their ClayPaws® prints. You don't have time to take these calls!

When you use ClayPaws® kits, you pass along our contact information to your clients. Our phone number, fax, and website address are prominently listed on the materials enclosed in each ClayPaws® kit. We encourage clients to call us for help instead of attempting to reach you!

We Provide Outstanding Customer Service

Taking care of YOU, our valued customer, is *always* our number one priority. We are a small, family-run business that loves building personal relationships with customers. We strive to make it as easy and satisfying as possible for you to use ClayPaws® kits. Call or FAX us or order online and, if you have questions or want to request a sample before you buy, we can take care of that, too! (Toll-Free 1-888-271-8444 or FAX 970-223-1226)

Still need more?

Check out our website at www.veterinarywisdom.com or browse our latest catalog. You'll see we offer 'One-Stop-Shopping' for many of the practice tools you need to offer high quality client support over the lifespan of the human-companion bond.

And, don't forget our 'Money-Back Guarantee'. If you decide you don't like our products, return them within six months of purchase and we'll exchange your merchandise or refund your money. Customer satisfaction is guaranteed with no questions (well, maybe just a few!) asked.

We hope to hear from you soon!



"We have clients who have come to our practice specifically because we provide ClayPaws® prints. I wonder if you realize how far-reaching your products are and how deeply they affect people."

--Colleen, Sheboygan Animal Hospital, Sheboygan WI

"I wanted to let you and you know how much our clients appreciate the ClayPaws® prints. They are a lasting remembrance that are truly special."

--Joyce Y., Heartland Pet Cemetery