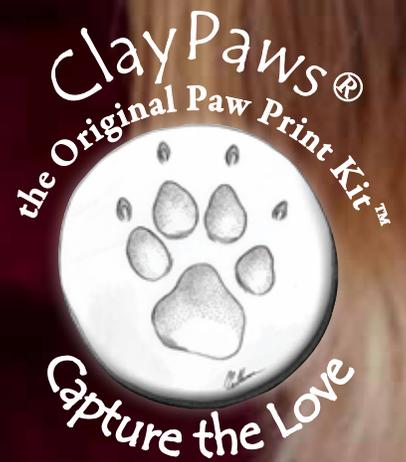




Veterinary Wisdom®

HONOR *the* BOND. CAPTURE *the* LOVE. CREATE *the* LOYALTY.



Featuring ClayPaws® Kits

Visit us online at
www.veterinarywisdom.com
Call us toll-free at
1-888-271-8444



Check out
our
NEW
card
designs on
page 19!



WORLD BY THE TAIL, INC.

Bereavement products for...

Veterinary Care Providers:

www.veterinarywisdom.com

Human Healthcare Providers:

www.caringwisdom.com

World by the Tail, Inc. is a family-run company. To learn more, visit the About Us section on our website www.veterinarywisdom.com.



ClayPaws® Kits are hand assembled by workers with developmental disabilities at Foothills Gateway, Inc. in Fort Collins, Colorado. These dedicated individuals earn a living by producing quality work for local businesses like World by the Tail, Inc.

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Prices are subject to change without notice.

Veterinary Wisdom® is Not Just Our Name. It's a Guiding Principle.

Wisdom is a blend of skills, knowledge, and attitudes learned from experience. Wisdom is what makes you, you. As a professional, it's your own brand of veterinary wisdom that endears you to clients and co-workers.

The products and resources that carry the Veterinary Wisdom® brand come from what we've learned from you—the experienced veterinary team. Our founders worked with you “in the trenches” as members of interdisciplinary clinical veterinary teams for 20 years. As a company, we're as dedicated as you are to providing high-quality, end-of-life care for grieving pet parents.

ClayPaws® Kits are the signature product of our Veterinary Wisdom® line of clinical tools because they help you...

• HONOR *the* BOND

Veterinarians today sincerely want to help their clients deal with the emotional situations that result from the strong bonds people share with their pets. In fact, many veterinarians believe they have a responsibility to respond to their clients' emotional needs when the bond is threatened or broken in some way. Making ClayPaws® prints as part of your grief support protocol helps to honor these bonds.

• CAPTURE *the* LOVE

A powerful way to create a healing goodbye for your clients is to create ClayPaws® prints with the families. Families work with you during the appointment to capture the love of their pets forever in clay. The time this takes, allows you and your team to help clients begin the healing process by listening and encouraging them to share memories of their pet.

• CREATE *the* LOYALTY

Making ClayPaws® prints with clients as an act of support creates the loyalty you want your clients to feel toward your team. This loyalty makes it much more likely they will return to you with other pets in the future. They leave with the memory of the gentle passing of their pet, and of the compassion you showed them in their time of loss.

ClayPaws® prints create tangible keepsakes and lasting connections to your hospital. By choosing the ClayPaws® brand, you are wisely providing the highest-quality paw print memento for your clients. No other clay results in such a lasting, personalized keepsake.

Along with ClayPaws® Kits, this catalog contains many of our other Veterinary Wisdom® products including our exclusive line of Pet Sympathy Cards starting on page 18. We're also excited for you to see our three NEW Veterinary Wisdom® products featured on page 6!



CREATE *the* LOYALTY



HONOR the BOND



CAPTURE the LOVE



CREATE the LOYALTY

ClayPaws[®] the Original Paw Print Kit[™]

“Having a ClayPaws[®] print is truly one of those things you don’t want to be without. I know if it hadn’t been for Dr. Rodriguez at Mount Laurel Animal Hospital, I wouldn’t have my cherished print, my last memory, to hold today. I know there are so many pet parents out there like myself who struggle with the loss of their pets and have no idea they could have a lasting memory that’s actually tangible.”

- Allison Fink, Pet Parent



For 18 years, we’ve only used ClayPaws[®] clay and we’ve always been very happy with it. And so have our clients! We have clients who have received a ClayPaws[®] print for one animal, then gotten a new pet. They tell us that, when their new pet dies, they hope to get another ClayPaws[®] print that matches the one they already have so their pets are remembered in the same way.”

- Dennis Stuart, Village Animal Clinic, North Palm Beach, FL

Don't forget,
in between hello
and goodbye
there was love,
so much love.

ClayPaws®



the Original Paw Print Kit™

A Veterinary Wisdom® Original Product

Like a child's handprint, each ClayPaws® print captures, with great detail, the unique markings of a pet's paw.

A ClayPaws® print preserves the memories of special times shared with a pet. You can use ClayPaws® Kits to mark the many milestones of a pet's life -- the first visit to your practice, the successful outcome of surgery or treatment and, finally, the loving end of a life well lived.

When you choose ClayPaws® Clay, you can be confident that you are making the highest-quality keepsake for your clients. You can feel good about this choice for your business, too. ClayPaws® Kits are an affordable way to create client loyalty and staff satisfaction.

All of our ClayPaws® Kits include:

- one ClayPaws® Clay patty made from our exclusive formula, packaged in a convenient, disposable wrapper
- one plastic storage bag to serve as a take-home container for the finished paw print
- an instructional insert, with tips on print-making, baking and decorating
- customer service contact information for you and your clients

All patties are pre-measured to fit perfectly with our molds. Simply choose a clay that is right for you! Find descriptions of our four options on page 5. All ClayPaws® Kits are made in the USA.

Find tips and instructional videos on our FAQ page at www.veterinarywisdom.com.

Capture
the Love.

ClayPaws® Kits Quantity Discount Pricing:

Original White (WPP) Kit Pricing:

Item WPP0001	1 - 9 Kits	\$6.46 each
Item WPP0010	10 - 24 Kits	\$5.98 each
Item WPP0025	25 - 49 Kits	\$5.83 each
Item WPP0050	50 - 99 Kits	\$5.32 each
Item WPP0100	100 - 499 Kits	\$4.79 each
Item WPP0500	500 - 999 Kits	\$4.43 each

Soft White (SPP), Terra Cotta (TPP) and Almond Shimmer (APP) Kit Pricing:

Item SPP0001, TPP0001 and APP0001	1 - 9 Kits	\$6.96 each
Item SPP0010, TPP0010 and APP0010	10 - 24 Kits	\$6.48 each
Item SPP0025, TPP0025 and APP0025	25 - 49 Kits	\$6.33 each
Item SPP0050, TPP0050 and APP0050	50 - 99 Kits	\$5.82 each
Item SPP0100, TPP0100 and APP0100	100 - 499 Kits	\$5.29 each
Item SPP0500, TPP0500 and APP0500	500 - 999 Kits	\$4.93 each

Go online or call for larger quantity discounts.



Original White ClayPaws® Kits

Our Original White ClayPaws® Clay started it all! We've perfected its special formula for use in clinical and business settings. It's quick and easy to use, with no mess, and it creates beautiful, permanent keepsakes. Our Original White clay provides a blank canvas for adding embellishments, like colorful ribbon or decorative charms, to the print. After it is baked, the weight, shape, and finish of the ClayPaws® print provides a comforting paw for pet parents to hold. See page 4 for pricing.



Terra Cotta ClayPaws® Kits

Our Terra Cotta ClayPaws® Clay is a beautiful alternative to our white clays. It has a similar consistency and weight and is made from the same proprietary formula as our Original White clay. Use Terra Cotta clay to achieve a more natural look, with the deep details of the paw print that earth clays often miss. The Terra Cotta color also disguises dirt or debris that might get transferred from a paw onto the clay. See page 4 for pricing.



Soft White ClayPaws® Kits

Our Soft White ClayPaws® Clay has a softer texture than our Original White clay. Another of our exclusive formulas, it is easier to knead, lighter in weight, and also captures amazing detail. Our Soft White formula is the clay we recommend for making paw prints of living animals. It's also the clay we prefer for making ornaments or for helping children make paw prints. See page 4 for pricing.



Almond Shimmer ClayPaws® Kits

The creamy, almond color is a soothing addition to our ClayPaws® Clay product line and is the same special formula that ClayPaws® Kits are famous for! Even without decorations, Almond Shimmer ClayPaws® Clay glistens with a subtle luster all its own. As one of our proprietary premium clays, Almond Shimmer has a similar consistency and weight as our Original White and Terra Cotta clays. It does a great job of hiding dirt from paws and captures amazing detail! See page 4 for pricing.

New Products

Given the events of 2020, you may not have had time to look closely at last year's Veterinary Wisdom® Product Catalog. So, we want to bring your attention once again to the 10 new products and tools that we featured in our catalog in 2020! Last year, we introduced:

- ClayPaws® Tags (page 13)
- Three new options for Display Easels (page 16)
- Four new Pet Sympathy Card designs (page 19)
- Finishing Glaze Brushes (page 15)
- Furever Loved Clippings Containers in Kraft Brown (page 17)

Please go check out these great products and consider giving them a try in your hospital or business!

This year, we have 3 additional new products to introduce to you:

Euthanasia Notice Kit

Our new Euthanasia Notice Kit includes everything you need to sensitively notify your clients and staff that a family is currently saying goodbye to their beloved pet in your hospital. This kit helps you create a respectful environment for the bereaved family by asking those in the immediate area to limit conversations and other loud noises. The kit includes:

- 2 - 8x10 Euthanasia Notification Posters (one appropriate for dogs and one for cats)
- 1 - Freestanding Acrylic Frame that displays the poster on any surface
- 1 - 4" Ivory Flameless LED Candle (50 Hour Battery Life)

Item	ENK	Euthanasia Notice Kit	\$24.95 each
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Decorative Artist Markers

Introducing a brand-new way to easily decorate ClayPaws® prints! Our selection of Artist Markers, manufactured by Faber-Castell, are the best markers to use on baked ClayPaws® Clay. Once dry, the colors are smudge-proof and won't fade, bleed, or change tone over time like ink from other types of permanent markers. Easily write names, dates or create beautiful designs with these metallic and black ink markers!



Won't fade, bleed or change tone over time!



Item	Metallic Artist	\$14.95 / 6 pack
MARKM	Markers	
Item	Black Artist	\$3.70 each
MARKB	Marker	

Furever Loved Clippings Containers in Glossy White



We had several requests for this color option after launching the Kraft Brown version last year, so we listened! Thanks for sharing your ideas!

Find more information about our Clipping Containers on page 17.

ClayPaws® Patty Pads with Circle Molds



Item PP	Patty Pad / Maroon Circle Mold (4")	\$4.95 each
Item PPL	Patty Pad / Large Green Circle Mold (5.5")	\$5.95 each
Item PPC	Patty Pad / Maroon Circle Mold (4") & Large Green Circle Mold (5.5")	\$9.50 each

A Veterinary Wisdom® Original Product

Please knead our ClayPaws® Clay and then form it into a patty before making a print.

To make this process easy, we designed our ClayPaws® Patty Pads and Circle Molds. The laminated folder, called a Patty Pad, creates a smooth, clean surface to work on. The Circle Mold helps you create perfectly round patties with no wasted clay. Instructions for use are printed on the inside of each Patty Pad.

We created these tools to work specifically with our ClayPaws® Clay. Each mold uses the exact volume of clay provided in our pre-measured ClayPaws® patties. Use one ClayPaws® patty with our Maroon Circle Mold or, for larger prints, use two ClayPaws® patties with our Large Green Circle Mold.



When using our ClayPaws® Patty Pad and Mold products, remember to wipe the laminated Patty Pad and Molds clean so they are ready for the next use.

ClayPaws® Patty Pads with Heart Molds

A Veterinary Wisdom® Original Product

ClayPaws® prints made in the shape of a heart symbolize the bonds between people and their pets. Our Heart Molds work in the same way as our Circle Molds, providing you with a quick and easy heart shape. Use one of our pre-measured ClayPaws® patties with the Maroon Heart Mold or, for larger prints, use two ClayPaws® patties with the Large Green Heart Mold.

Item PPH	Patty Pad / Maroon Heart Mold	\$5.50 each
Item PPHL	Patty Pad / Large Green Heart Mold	\$6.00 each
Item PPHC	Patty Pad / Maroon Heart Mold & Large Green Heart Mold	\$10.50 each



ClayPaws® Patty Pad with Oval Mold



A Veterinary Wisdom® Original Product

Our Yellow Oval Mold works in the same way as our Circle and Heart Molds. The Oval Mold requires combining three of our pre-measured ClayPaws® patties. This size provides a surface large enough for hoof prints, very large paws or more creative print ideas like the hand/paw print pictured.

All ClayPaws® Patty Pads and Molds are made in the USA.

Item PPOV	Patty Pad / Yellow Oval Mold	\$6.95 each
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Baking is the Strength of ClayPaws® Prints

Permanent. Shatterproof. Crackproof. And, oh so Touchable!

A baked ClayPaws® print made from ClayPaws® special-formula clay has these qualities and more. Some paw impression products take days to air dry, just to curl or crack later. Others can never be held or touched due to foam that never hardens. But a ClayPaws® print, baked for a mere 20 minutes, is a print that can be held immediately and cherished forever.

And, now, we've made baking easier for you!

Our **Take & Bake Containers** allow you to send unbaked prints with clients to bake at home. If you prefer to give your clients a finished ClayPaws® print, then check out our ClayPaws® Baking Kit below. Our tools and accessories make it easy to customize the ClayPaws® print-making process for your staff, hospital, and clients.

Take & Bake Container

No time to bake ClayPaws® prints for your clients? Our Take & Bake Containers solve the problem!

Simply place an unbaked print in the container, fasten the cover and send it home with your client to bake in the very same container! Baking directions are conveniently affixed to each lid.



Lid must be removed before baking.

Bulk Pricing! 

Item TAB	Take & Bake Container	\$14.95 / 10 Pack
Item TAB50	Take & Bake Container	\$49.95 / 50 Pack

ClayPaws® Baking Kit

This craft oven is recommended for baking our type of modeling clay and fits easily on a countertop. The ClayPaws® Baking Kit includes:

- 1 Amaco™ Craft Oven
- 1 metal baking sheet
- 1 hot pad (color varies)
- 1 spatula
- 1 oven thermometer

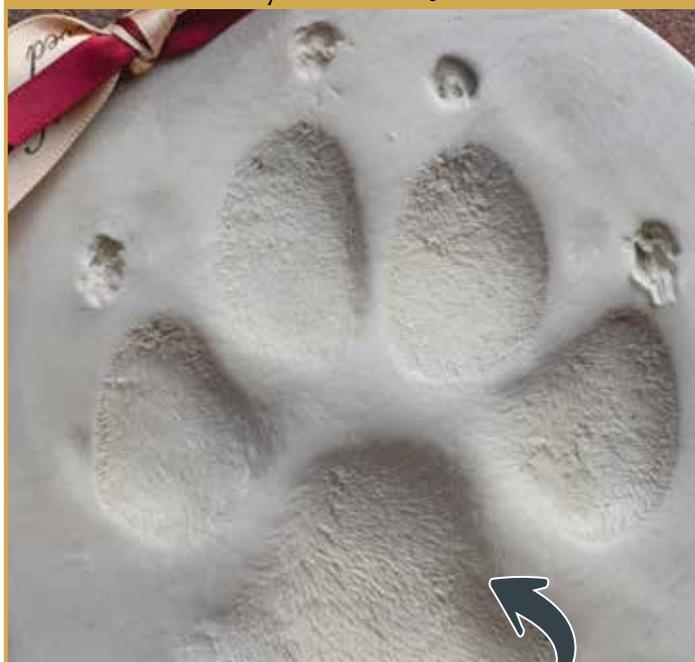
UL approved. 540 cu. in. black.

Clay should be baked at 275° F. Please use the included oven thermometer to calibrate the baking temperature before use.

Item CBO	ClayPaws® Baking Kit	\$69.95 each
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Once baked, ClayPaws® Clay...



- **preserves great paw details!**
- **is permanent and shatterproof!**
- **is made to be touched and held!**
- **will NOT shrink, crack or curl!**

Making ClayPaws® Starter Kit

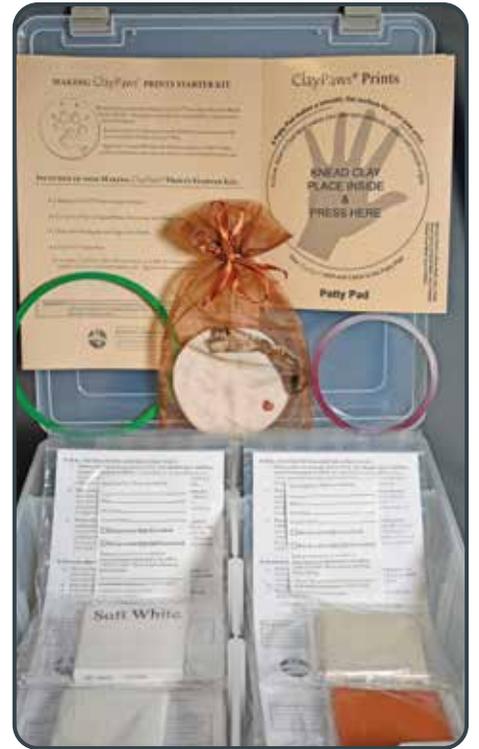
You can order any number of ClayPaws® Kits any time! But, if you're looking for a quick, easy way to get your practice set up to make paw prints, our Starter Kit is the solution!

The Making ClayPaws® Starter Kit includes everything you need to make 12 ClayPaws® prints. The ArtBin® Storage Container keeps it all organized in one convenient place. After you get started, each storage container can hold 40 - 50 ClayPaws® Kits, depending on how they are packed.

The Making ClayPaws® Starter Kit includes:

- 1 Making ClayPaws® Storage Container (15.25" x 14" x 6.25")
- 12 ClayPaws® Kits (you choose the type of clay)
 - All Original White, all Terra Cotta, all Soft White or all Almond Shimmer
 - Combo (3 of each Original White, Terra Cotta, Soft White, Almond Shimmer)
- 1 ClayPaws® Patty Pad with Circle Mold & Large Circle Mold
- 1 ClayPaws® Demo Print

Item STARTMAKW	Making ClayPaws® Starter Kit Original White	\$93.95 each
Item STARTMAKT	Making ClayPaws® Starter Kit Terra Cotta	\$98.95 each
Item STARTMAKS	Making ClayPaws® Starter Kit Soft White	\$98.95 each
Item STARTMAKA	Making ClayPaws® Starter Kit Almond Shimmer	\$98.95 each
Item STARTMAKC	Making ClayPaws® Starter Kit Combo	\$95.95 each



The Making ClayPaws® Storage Container is also available as a separate item. Please visit www.veterinarywisdom.com for more details.

Decorating ClayPaws® Starter Kit

You can order all of our ClayPaws® decorative accessories separately. But, if you're looking for a quick, easy way to get your practice set up to decorate paw prints, our Starter Kit is the solution!

The Decorating ClayPaws® Starter Kit includes everything you need to embellish 12 ClayPaws® prints. The ArtBin® Storage Container keeps it all organized in one convenient place. Each container has eight fixed compartments and comes with 20 dividers so you can customize according to your needs.

The Decorating ClayPaws® Starter Kit includes:

- 1 Decorating ClayPaws® Storage Container (15.25" x 14" x 2.25")
- 1 Alphabet Stamp Kit
- 1 Double-Ended Stylus
- 1 Large Premium Red Heart Charms (12 pack)
- 1 Small Premium Red Heart Charms (12 pack)
- 1 Forever Loved Gold Ribbon (12 pack)
- 12 Keepsake Bags: 3 each of Burgundy, Navy Blue, Bronze & Paw Print
- 1 Packet of Instructional Inserts for the products included

Item STARTDEC	Decorating ClayPaws® Starter Kit	\$69.95 each
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The Decorating ClayPaws® Storage Container is also available as a separate item. Please visit www.veterinarywisdom.com for more details.



Premium Decorative Charms

A Veterinary Wisdom® Original Product

Use decorative charms to personalize your ClayPaws® prints. Our Premium Decorative Charms are handmade by our talented team in our Clay Studio. You won't find these beautiful charms anywhere else! Our charms can be pressed into the clay prior to baking or glued to the surface of a baked print. All charms withstand the oven temperatures required to bake ClayPaws® prints.



Our Premium Charms are Handmade



Item FC	Yellow Fish Charms	\$10.25 / 12 Pack
Item BBLT	Mixed Color Bone Charms	\$10.95 / 12 Pack
Item BTAN	Tan Bone Charms	\$10.25 / 12 Pack
Item FCNEON	Neon Fish Charms	\$10.95 / 12 Pack
Item BLIL	Lilac Bone Charms	\$10.25 / 12 Pack
Item BBLU	Blue Bone Charms	\$10.25 / 12 Pack
Item CS	Variety Charms	\$11.25 / 12 Pack
Item HCGL	Large Gold Heart Charms w/Paw Print	\$11.25 / 12 Pack
Item HCM	Mixed Size Red Heart Charms	\$11.25 / 12 Pack
Item HCAS	Small Assorted Color Heart Charms	\$11.95 / 12 Pack
Item HCS	Small Red Heart Charms	\$10.95 / 12 Pack
Item SC	Yellow Star Charms	\$10.95 / 12 Pack
Item HCL	Large Red Heart Charms	\$10.95 / 12 Pack

Charms listed above are shown left to right, top to bottom.



All ClayPaws® Premium Decorative Charms are made in the USA.

Ceramic Red Heart Charms

A Veterinary Wisdom® Original Product

Use Ceramic Red Heart Charms to decorate and add color to your ClayPaws® prints. Simply press the charm into the clay before baking. We've selected these beautiful and unique charms because we know they will withstand the temperatures required for baking your ClayPaws® prints. Made in the USA.

Please Note: Due to the production process, each charm varies slightly, making each one unique! The back of our Ceramic Red Heart Charms are not glazed red, but when pressed into the print before baking, only the glazed front will show.

Item CHCS	Small Ceramic Red Heart Charms	\$8.50 / 12 Pack	Item CHCL	Large Ceramic Red Heart Charms	\$8.50 / 12 Pack
Item CHCS50	Bulk Small Ceramic Red Heart Charms	\$29.50 / 50 Pack	Item CHCL50	Bulk Large Ceramic Red Heart Charms	\$29.50 / 50 Pack



Also available in bulk 50-packs!

Raising a dog is like a *rainbow*...



Puppies are the joy at one end. Old dogs are the treasure at the other.

www.mcaspets.org

"In the seven years I worked with you all and your company, I logically knew the purpose of the ClayPaws® [prints]. However, a couple weeks ago I became aware of the emotional purpose of a ClayPaws® [print]. I lost my first dog kiddo, Bruno, to a degenerative condition. As earth shattering and heart breaking as his passing was, there was a feeling of solace as I held the ClayPaws® with his imprint on it. I wanted to send a personal thank you to World By The Tail for providing a small item with such a large impact."

- Renita M., Pet Parent, Friend and Former Employee at Foothills Gateway, Inc.



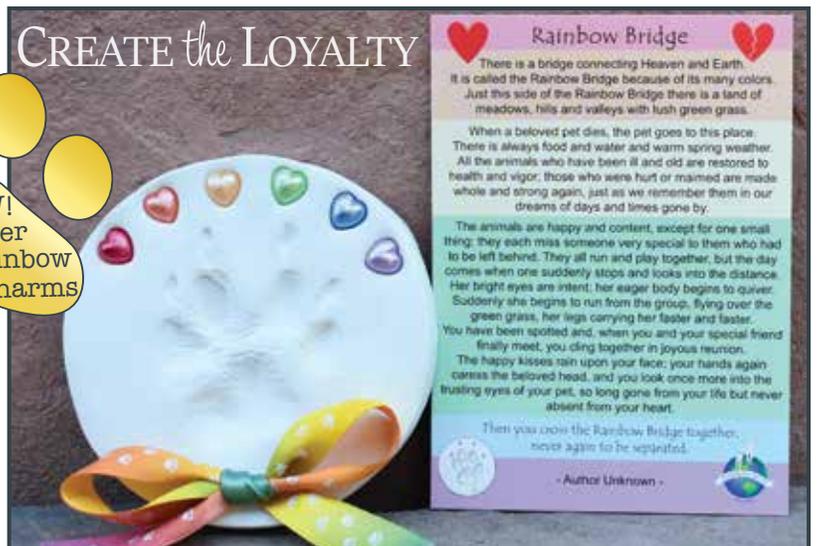
Rainbow Bridge Accessory Kit

A Veterinary Wisdom® Original Product

Our Rainbow Bridge Accessory Kit has everything you need to customize one ClayPaws® print (clay not included) with comforting reminders of the Rainbow Bridge. Consider using this unique look to set your clinic apart. This kit includes:

- 6 Rainbow Heart Charms (available only in this kit!)
- 1 Rainbow Ribbon w/ White Paw Prints (length 18")
- Bonus: 1 FREE Rainbow Bridge Educational Enclosure (see details on page 25)

Item RBAK Rainbow Bridge Accessory Kit \$2.95 each



Gemstone Charms



ClayPaws® prints become even more personal and meaningful when you add Gemstone Charms. Each gemstone symbolizes a gift we receive from the bonds we share with our pets. Gemstone Charms can also be used as birthstones or clustered together to make colorful designs.

Each Gemstone Charm is a high quality, 12mm Swarovski® crystal rivoli that is easily pushed into our clay BEFORE baking.



CAPTURE the LOVE

ITEM	GEMSTONE	SYMBOLIC GIFT	BIRTHSTONE
BCJAN	Garnet	Eternal Love	January 
BCFEB	Amethyst	Peaceful Healing	February 
BCMAR	Aquamarine	Soothing Support	March 
BCAPR	Diamond <i>(pictured left)</i>	Loyalty	April 
BCMAY	Emerald	Unconditional Love	May 
BCJUN	Alexandrite	Comfort & Joy	June 
BCJUL	Ruby	Heartfelt Love	July 
BCAUG	Peridot	Well-being	August 
BCSEP	Sapphire	Strength & Wisdom	September 
BCOCT	Opal	Enjoyment of Life	October 
BCNOV	Citrine	Renewal	November 
BCDEC	Turquoise	Protection	December 

Each individual gemstone can be purchased separately in packs of six (6) for \$6.95.

Gemstone Charms Starter Kit



Our Gemstone Charms Starter Kit comes in a clear plastic 10.75" x 7.25" x 1.75" ArtBin® container that has six fixed compartments and twelve removable dividers. We send it to you already customized and labeled to store the Gemstone Charms.

The kit also includes six each of the twelve different Swarovski® crystal rivolis we offer. To restock your supply, Gemstone Charms are also sold separately by month in packs of six (see above).

Item STARTBC Gemstone Charms Starter Kit \$85.95 each

Decorative Ribbon

Finish your ClayPaws® prints with Decorative Ribbon to add a bit of color or to convey a thoughtful sentiment. For your convenience, our ribbons are pre-cut to the perfect length for tying bows or creating loops for hanging.

There are nine varieties of ribbons to choose from, each available in packs of 12. Prior to baking, poke two holes in the print where you would like the ribbon positioned. After baking, thread the ribbon through the holes.



Item RRP	Red Ribbon with White Paw Prints (1/4" wide; 18" length)	\$5.50 / 12 pack
Item RBP	White Ribbon with Black Paw Prints (1/4" wide; 18" length)	\$5.50 / 12 pack
Item RBS	Burgundy Satin Ribbon (1/4" wide; 18" length)	\$3.50 / 12 pack
Item RTS	Teal Satin Ribbon (3/8" wide; 18" length)	\$4.50 / 12 pack
Item RPS	Purple Satin Ribbon (3/8" wide; 18" length)	\$4.50 / 12 pack
Item RFF	"Furry Friend" Brown Ribbon (5/8" wide; 18" length) <i>A Veterinary Wisdom® Original Product</i>	\$6.95 / 12 pack
Item RFL	"Forever Loved" Gold Ribbon (5/8" wide; 18" length) <i>A Veterinary Wisdom® Original Product</i>	\$6.95 / 12 pack
Item RRW	Rainbow Ribbon with White Paw Prints (5/8" wide; 18" length) <i>A Veterinary Wisdom® Original Product</i>	\$8.95 / 12 pack
Item RPP	Multi-Colored Paw Print Ribbon (7/8" wide; 18" length)	\$5.95 / 12 pack
Item RS	Ribbon Variety Pack (Visit www.veterinarywisdom.com for details.)	\$6.95 / 12 pack

ClayPaws® Tags



Our NEW customizable ClayPaws® Tags are the perfect way to let your clients know that you and your team are the ones who captured their pets' love forever in clay. Your business name is printed on the tag to remind your clients of the compassionate, skilled support you offered them during their time of loss.

By providing this heartfelt memento, you create the loyalty you want your clients to feel toward your clinic, making them more likely to return with future pets. Don't let there be confusion over who made your clients' ClayPaws® prints! We often have to inform pet parents about who made their prints for them. Get the credit you deserve, give ClayPaws® Tags a try!

ClayPaws® Tags are sold in sheets of eight tags and your order includes eight pre-cut gold cords. These cords allow you to easily attach the tag to a baked ClayPaws® print by threading it through a pre-made hole. Alternatively, you can send the tag home with an unbaked print by including it with the baking instructions.

Item TAG1-4	1-4 Sheets of Eight Tags	\$7.95 per sheet
Item TAG5-9	5-9 Sheets of Eight Tags	\$7.25 per sheet
Item TAG10-14	10-14 Sheets of Eight Tags	\$6.50 per sheet
Item TAG15-24	15-24 Sheets of Eight Tags	\$5.75 per sheet
Item TAG25+	25+ Sheets of Eight Tags	\$4.95 per sheet

CREATE the LOYALTY

Stamp Kits and Writing Tools



Use the **Alphabet Stamp Kit**, **Numbers Stamp Kit** and **Heart Stamp** from Tandy® Leather Factory to personalize and add heartfelt touches to your ClayPaws® prints. Simply “stamp” names, words, important dates and heart shapes into the clay prior to baking. A gentle push is all it takes.



tip Our exclusive ClayPaws® Clay formula is known for its ability to show even the finest details. It's the perfect medium for personalizing paw prints with decorative stamps.

The Loew-Cornell™/MC **Double-Ended Stylus** is a handy tool for carving names, dates, and even shapes into your unbaked ClayPaws® print. Use the easy-to-grip, wooden body and double-ended etching points like a pencil. Sold individually.

Writing Tools Storage Container

This modified ArtBin® Storage Container is the perfect place to store all of our writing tool accessories. The foam insert has space for all 26 Alphabet Stamps and all 10 Number Stamps. There is also one open compartment for storing the Heart Stamp, both stamping handles and a stylus. With the lid closed, the storage container can be turned upside down and the stamps will stay in place!

Dimensions are 7” x 4” x 1.5”.
Writing tools not included.



Item SKABC	Alphabet Stamp Kit	\$24.95 each
Item SK123	Numbers Stamp Kit	\$14.95 each
Item SKH	Heart Stamp Kit	\$9.95 each
Item SKC	Combo Stamp Kit (includes Alphabet, Number, Heart Stamp Kits & Writing Tools Storage Container)	\$54.50 each
Item STY	Double-Ended Stylus	\$3.95 each



Item WTSC Writing Tools Storage Container \$10.95 each

So Loved Stamp

A Veterinary Wisdom® Original Product

This deep etch rubber stamp is our original design. The flexible rubber allows pressure to be applied directly over the words, reducing the appearance of a “box” around them.

The sentiment “So Loved” echoes the words found on two of our most popular Pet Sympathy Cards (page 24). Adding “So Loved” to your ClayPaws® prints reminds pet parents of the deep bonds they shared with their beloved pets.

Item SSL	So Loved Stamp	\$3.95 each
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Stamp is made with flexible rubber

Finishing Glaze



Would you like to give your ClayPaws® prints a glossy glaze finish after baking? Simply apply a light coat of Sculpey® Gloss Glaze with a small brush to your baked print and allow glaze to air dry.

Available in 1 oz. bottles only.

Item FGL	Finishing Glaze	\$5.95 each
Item FGL3	Finishing Glaze - Carton of 3 Bottles	\$14.00 each
Item FGLB	Finishing Glaze Brushes	\$7.95 / 3 pack

Brushes are sold separately in packs of three.

Bake & Bond



Keep a bottle of Sculpey® Bake & Bond on hand at all times! Watch our video at www.veterinarywisdom.com, under FAQ's, to learn how to repair broken prints and to correct names and dates in baked clay!

Item BNB	Bake and Bond	\$6.95 each
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"...We feel this memorabilia is quite possibly the single most important gesture made by our veterinarian at a time when there was really very little anyone could say or do to provide comfort. Today, caressing this sculpture, running my fingers **over the details** of the impressions and seeing the single strands of fur forever captured in the clay has helped me **hug** her memory."

- Judy Johnston,
Pet Parent



Keepsake Bags

Looking for a decorative way to store **baked** ClayPaws® prints or to present them to clients? Our 6"x 9" organza Keepsake Bags hold most ClayPaws® prints and are available in burgundy, navy blue, bronze, paw print and cream.

Our 8"x 12" organza Large Keepsake Bags accommodate **baked** ClayPaws® prints made with our larger molds (shown on page 7). Large Keepsake Bags are available in navy blue, cream, and burgundy.

Keepsake Bags may also be used to collect a pet's belongings like collars and tags.

Pricing for 6"x 9" Keepsake Bags:

Item KB10	Burgundy Keepsake Bags	\$9.95 / 10 pack
Item KB10B	Navy Blue Keepsake Bags	\$9.95 / 10 pack
Item KB10BR	Bronze Keepsake Bags	\$9.95 / 10 pack
Item KB10C	Cream Keepsake Bags	\$9.95 / 10 pack
Item KB8P	Paw Print Keepsake Bags	\$9.95 / 8 pack



8" x 12" Bags

6" x 9" Bags

Pricing for 8"x 12" Keepsake Bags:

Item KBL8B	Large Navy Blue Keepsake Bags	\$9.95 / 8 pack
Item KBL8C	Large Cream Keepsake Bags	\$9.95 / 8 pack
Item KBL8BR	Large Burgundy Keepsake Bags	\$9.95 / 8 pack

Display Easels



Why not offer clients a way to display ClayPaws® prints where everyone can see them? The perfect size to hold a pet's paw print, our selection of easels come in several styles to blend with any décor.

Item EGWIRE	Gold Wire Easel (pictured)	\$2.15 each
Item EGLG	Large Gold Easel	\$2.60 each
Item EASM	Acrylic Folding Easel (pictured)	\$2.15 each
Item EWFSM	Wood Folding Easel (pictured)	\$2.95 each
Item EBRB	Bronze Metal Bamboo Easel	\$6.45 each
Item EBLB	Black Metal Bamboo Easel	\$6.45 each
Item EBRC	Bronze Metal Curly Easel	\$7.95 each
Item EBLC	Black Metal Curly Easel	\$7.95 each

Visit www.veterinarywisdom.com for more information and pictures of all easel styles available.

Acrylic Display Container



Our 5" ClayPaws® Acrylic Display Container works best with ClayPaws® prints that are made with our 4" Circle Mold and one clay patty. Please measure the diameter and depth of the print you want to display and be sure it will fit within the following dimensions. The inside diameter of the container is 4.75" and the inside depth is .75" with the lid on. The lid sits on top of the container like a lid sits on a sauce pan and protects the print inside from dust. It can sit flat on a surface or at a slight angle on one of our easels. You could also choose to use this container as a display riser and set the ClayPaws® print on top of the lid outside the container.

Item ADC	Acrylic Display Container	\$15.95 each
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ClayPaws® Mail Home Kit
Veterinary Wisdom® Original Products



ClayPaws® Mail Home Kit includes:

- 8 easy-to-assemble cardboard boxes (6"x 6"x 2")
- 8 bubble wrap sleeves (5"x 6") - fits prints made with one patty.
- 8 "A Pet's Love" stickers signed "Your Veterinary Staff." Stickers are affixed to front of bubble wrap sleeves.

Item MHKV ClayPaws® Prints Mail Home Kit \$12.95 / 8 Kits

Please note: ClayPaws® prints must be baked before mailing. Even when carefully packaged, unbaked prints are likely to be destroyed when they are sent through the mail.

ClayPaws® Bubble Bag

ClayPaws® Bubble Bag includes:

- 8 bubble wrap sleeves (5"x 6") - fits prints made with one patty.
- 8 "A Pet's Love" stickers signed "Your Veterinary Staff." Stickers are affixed to front of bubble wrap sleeves.



Item BBV ClayPaws® Bubble Bag \$6.95 / 8 pack

"...when I give a pet's paw print to the owner, so many of them want to immediately hold the print and rub their hands over it. I've had requests from vendors wanting me to try their paw print kits that come ready to use in a can. I've never tried them because I know my customers would not get the same benefit from holding a can as they would holding their actual pet's print.



Keep up the good work!"

- Steve Weaver, Carolina Pet Cremation, Raleigh, NC

Furever Loved Clippings Container



Opens on the side for easy placement of pet's fur.



Are packaged and shipped flat for easy storage.

Pet parents often wish to clip and keep some of their pet's fur after their pet has died. Our NEW Furever Loved Clippings Container allows pet parents to see and feel their pets' fur whenever they want. This attractive pillow box is a heartfelt alternative to plastic bags, plain envelopes or sterile vials. Its affordable price makes it a winner for you, too! Our Clippings Containers are available in 10-packs or bulk 50-packs and ship flat for easy storage.

HONOR
 the
 BOND

Item FLCCW Glossy White Furever Loved Clippings Container \$6.95 / 10 Pack
 Item FLCCW50 Glossy White Furever Loved Clippings Container \$29.95 / 50 Pack

Item FLCC Furever Loved Clippings Container \$6.95 / 10 Pack
 Item FLCC50 Furever Loved Clippings Container \$29.95 / 50 Pack

Veterinary Wisdom® Pet Sympathy Cards

Veterinary Wisdom® Original Products

Veterinary Wisdom® Select-A-Message Pet Sympathy Cards

Available with these card designs:



Now a selection of our Fixed-Message Veterinary Wisdom® Pet Sympathy Cards are available to customize!

Simply select your favorite inside message from the options listed below and pair it with any of the Select-A-Message card designs on this page. Select-A-Message cards may be ordered in any quantity of 10-packs you need.

Please note: Our Select-A-Message quantity discount pricing is determined by the inside message, not the card design.

- Message A:** *We hope it helps to know we care. You are in our thoughts.*
- Message B:** *The special bond you shared with your pet is one of life's sweet memories. You are in our thoughts.*
- Message C:** *Celebrating a wonderful life. May the memories you honor be the happy times you shared.*
- Message D:** *The world has lost a special soul. Remembering the loving spirit of a life well-lived.*
- Message E:** *Sometimes our lives are touched by gentle friends who only stay for awhile but remain forever in our hearts.*
- Message F:** *As we shared in your pet's life, we now share in your sorrow.*
- Message G:** *Saying goodbye is never easy. May you find comfort in knowing that your friend is now at peace.*
- No Message:** Blank Inside

Above messages are printed in the font shown and gray scale.

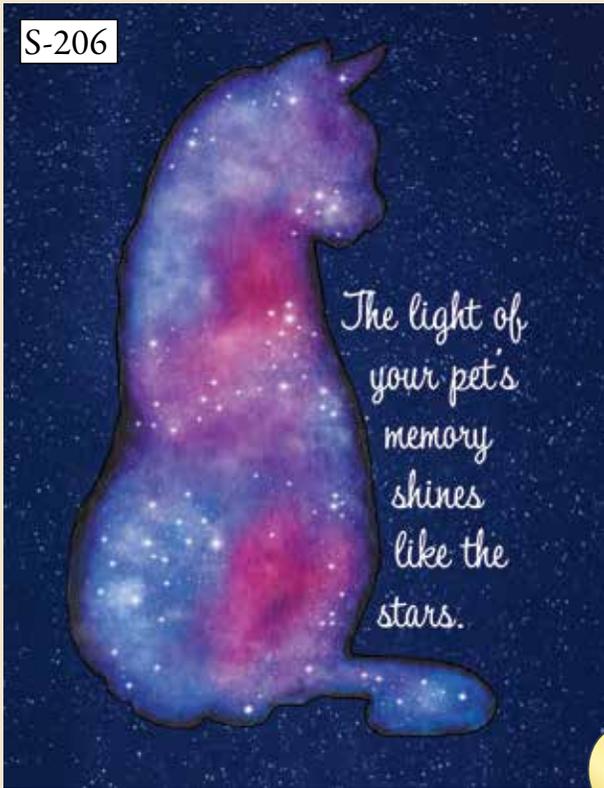
Select-A-Message Pet Sympathy Card Pricing:

Cards with the **same inside message** determine the quantity discount pricing, even when used with different front images!

Size: 4.25" x 5.5"

Sold in packs of 10 cards, 11 envelopes

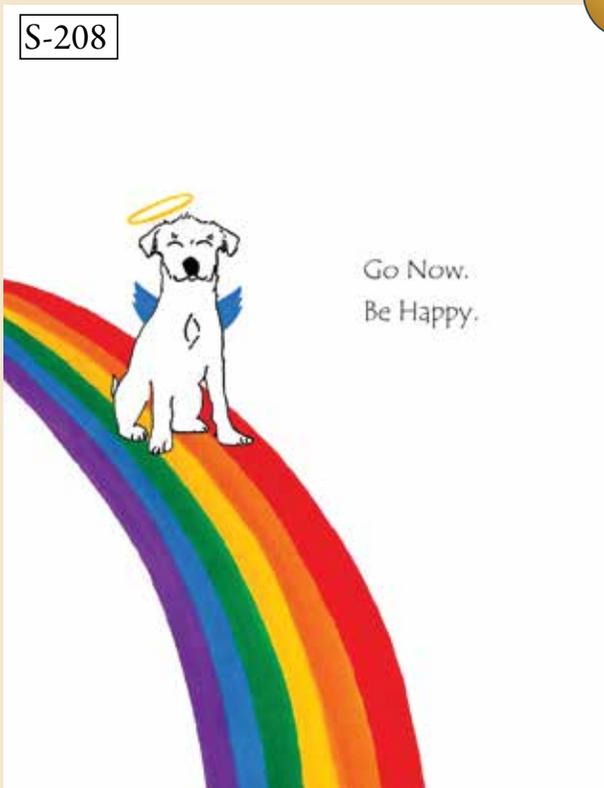
1 - 4 packs	\$ 10.00 each
5 - 9 packs	\$ 9.25 each
10 - 14 packs	\$ 8.75 each
15 - 24 packs	\$ 8.50 each
25+ packs	\$ 8.25 each



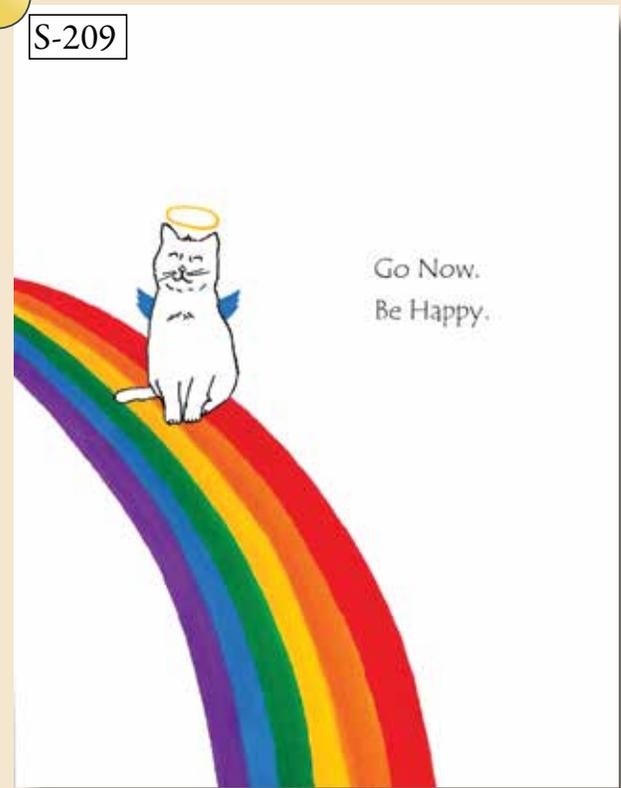
The heavens are a little
brighter now.



The heavens are a little
brighter now.



May you find comfort in knowing
that your friend is now at peace.



May you find comfort in knowing
that your friend is now at peace.

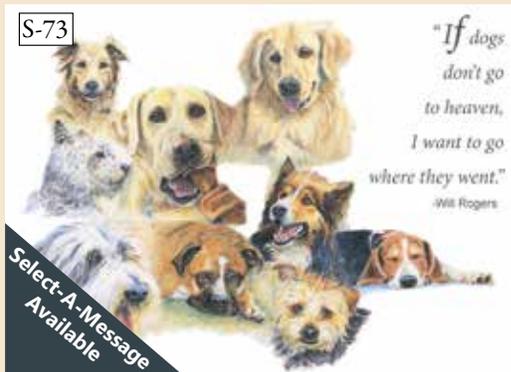
Samples of our Fixed-Message Pet Sympathy Cards...

S-37



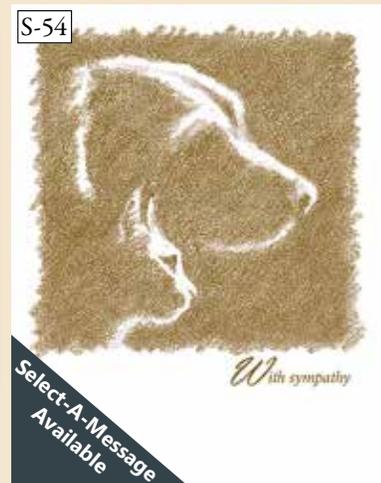
May you find comfort in knowing that your pet is now at peace.

S-73



We know your dog was a special friend to you and we send our sympathy for your loss.

S-54



We know your pet was a special friend to you. We hope, as time passes, the sadness will fade and the happy memories will linger.

S-205



May memories of life with your dog bring you peace.

S-75



...they live on in memories of the love and devotion they gave us. You are in our thoughts.

Custom Signatures and Return Addresses are NOW AVAILABLE!

S-52



We know how much you loved your pet and how much your friend will be missed.

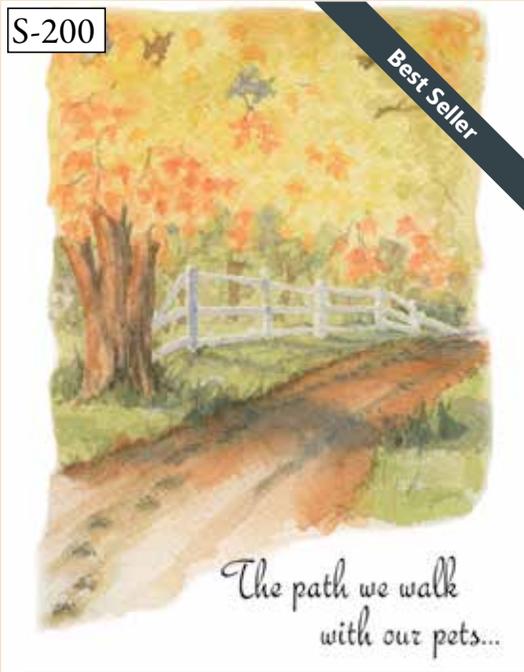
S-81



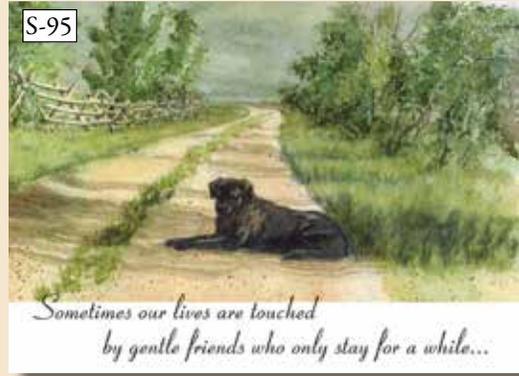
"I love this card (S81). It says everything you would want to tell a client at such an emotional time."
Salem Veterinary Hospital, Virginia Beach, VA

Saying goodbye to a loved pet is never easy. May you find comfort in knowing that your friend is now at peace.

Samples of our Fixed-Message Pet Sympathy Cards...



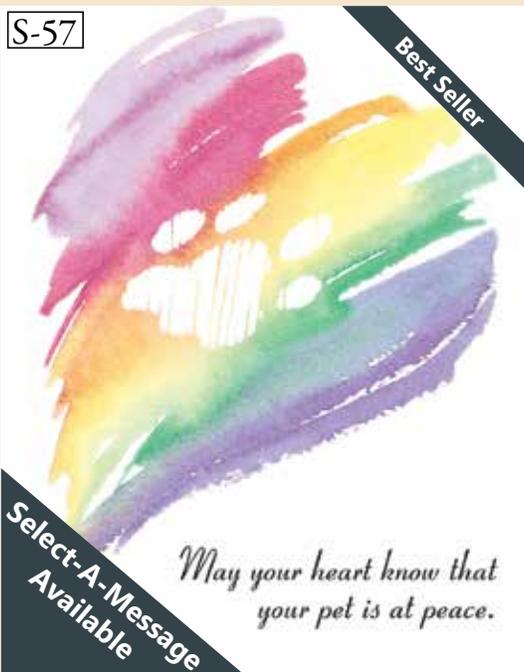
*...always ends too soon.
You and your pet were blessed to
share the journey.*



*...but remain forever in our hearts.
We offer our sympathy for the loss of your companion.*



*We know how much you loved your pet
and how much your friend will be missed.*



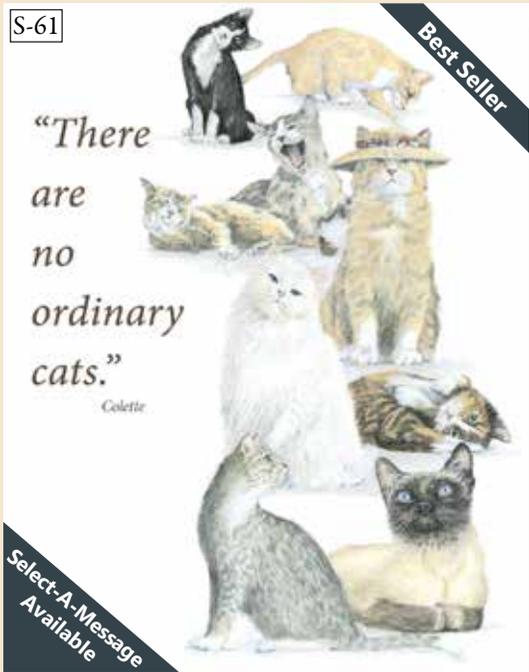
*Sending our heartfelt sympathy for
the loss of your companion.*



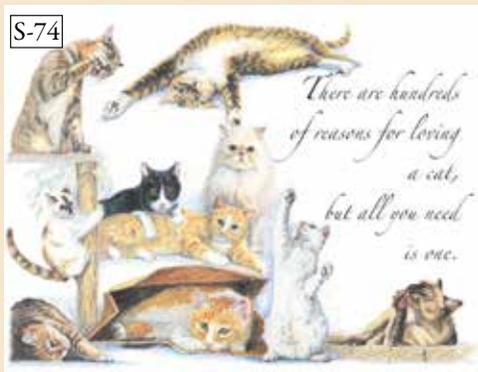
*As we have shared in your pet's life,
we now share in your sorrow.*

Samples of our Fixed-Message Pet Sympathy Cards...

FELINE SPECIFIC



Every cat has its own character, its own personality, and its own place in our hearts. We know your cat was special to you and we send our sympathy for your loss.



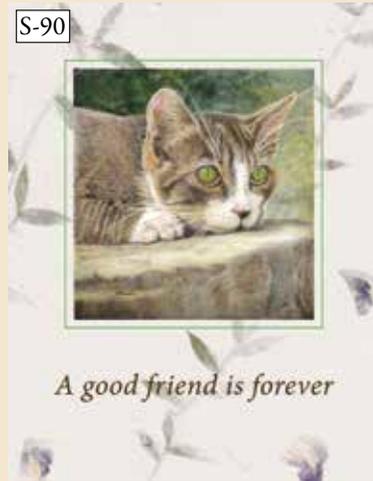
We know your cat was a special friend to you and we send our sympathy for your loss.



...will be missed by you and your family. We'll miss your cat, too.



Every cat has its own character, its own personality, and its own place in our hearts. We know your cat was special to you and we share in your sorrow.



Your cat was a special friend to you and we send our sympathy for your loss.



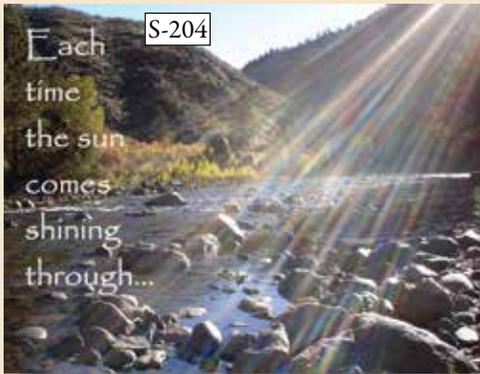
...they live on in memories of the love and devotion they gave us. With sympathy for the loss of your companion.



...yet remain forever in our hearts. We hope it comforts you to know your cat is at peace.

Samples of our Fixed-Message Pet Sympathy Cards...

APPROPRIATE FOR ANY
PET BUSINESS...



...may you feel your pet watching over you.

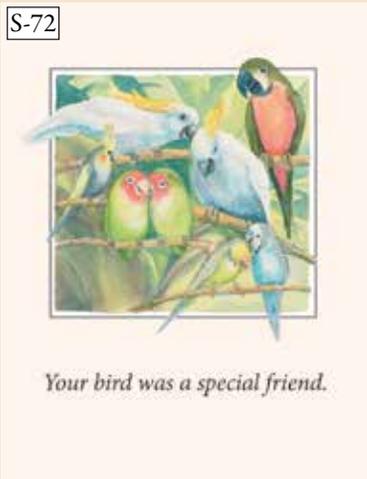


...they live on in memories of the love and devotion they gave us. With our sympathy for the loss of your companion.



They live on in memories of the love and devotion they gave us. With our sympathy for the loss of your companion.

EXOTICS



As we have shared in your bird's life we now share in your sorrow.



Every pet has its own character, its own personality, and its own place in our hearts. May your heart know that your pet is at peace.



We know your pet was a special friend, and we offer our sincere sympathy in your loss.

Veterinary Wisdom® Fixed-Message Pet Sympathy Card Pricing

One 10-pack card design may be combined with other 10-pack card designs for a greater variety of card selection and discounts!

Size: 4.25"x 5.5". Sold in packs of 10 cards (same design; 11 envelopes).

1 - 4 packs	\$ 9.00 each
5 - 9 packs	\$ 8.25 each
10 - 14 packs	\$ 7.75 each
15 - 24 packs	\$ 7.50 each
25+ packs	\$ 7.25 each

- and -

Custom Signatures and Return Addresses are NOW AVAILABLE!

Call or go online to www.veterinarywisdom.com to learn more.

Custom Signature of up to 4 lines available for \$20.00.

Return Address on Envelopes available for only \$15.00.



Veterinary Wisdom® Premium Pet Sympathy Cards

Our cards tell clients what you want them to know...you understand their feelings of loss and grief and hope your caring relationship with them will continue. Paired with a ClayPaws® print and an Educational Enclosure, our cards are a meaningful expression of support and an effective way to create client loyalty.

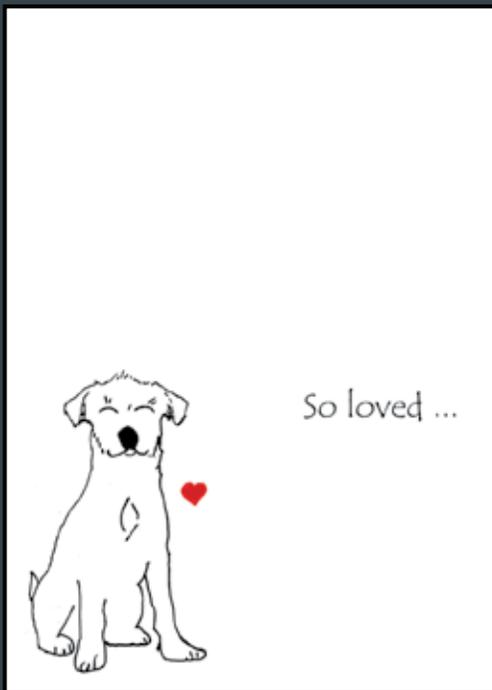
Size: 5"x 7"

Sold in packs of 10 cards (same design; 11 envelopes)

Price:

- 1 - 4 packs \$11.00 each
- 5 - 9 packs \$10.00 each
- 10+ packs \$9.00 each

Item CCDSL Dog So Loved



Front

Our premium cards are printed in a larger format and on a select paper.

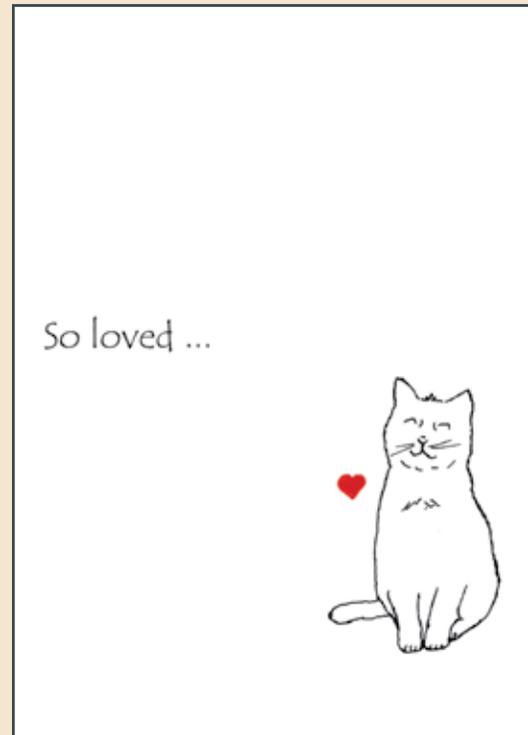
A Veterinary Wisdom® Original Product

Inside

... so missed.

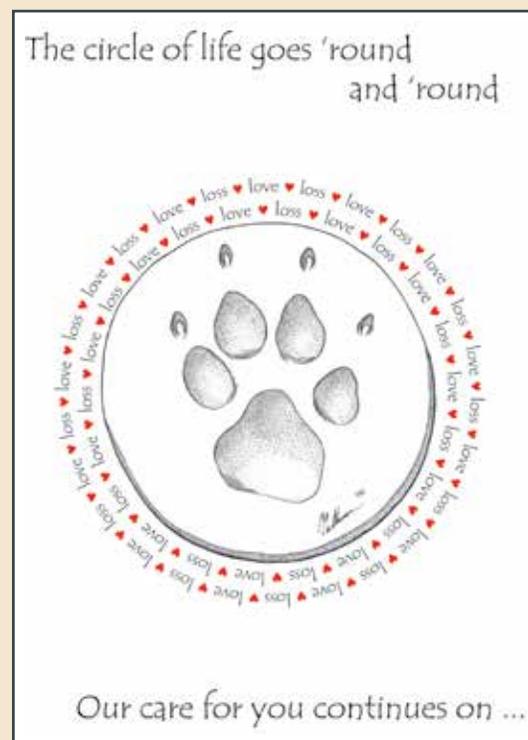
View all our premium cards on our website:
www.veterinarywisdom.com/pet-sympathy-cards

Item CCCSL Cat So Loved



... so missed.

Item CCLLC Love Loss Circle



Thank you for including us in your pet's circle of care. You have friends and support here with us.

Item CCAPL A Pet's Love



Blank Inside

Our “mini-handouts” are filled with just the right amount of helpful information about pet loss. Topics covered include:

Rainbow Bridge
(EER)

General Grief
(EEG)

Kids and Grief
(EEK)

Guilt and Euthanasia
(EEE)

Memorials
(EEM)

Front

Veterinary Wisdom® about Guilt and Euthanasia

“Euthanasia” means “good death.” That’s what you gave your pet - a peaceful, painless goodbye. You helped your pet die in a loving, humane way.

Sometimes guilt speaks louder than truth. Be honest with yourself and remember that disease or injury took your pet's life, not you.

Choosing to end your pet's suffering is never easy.

Feelings of guilt can overshadow your memories of good times. Keep a balanced perspective. When you feel guilty, stop those thoughts and turn your focus to the good times with your pet.

The love you and your pet shared is all that matters.

Pets depend on us for their safety and well-being. When we love our pets, we commit ourselves to protecting them from harm. That's why it can be so hard to make the decision to euthanize a pet.

Rest in the best memories of your pet and invest your energy in moving forward. Learn what you can from this situation then decide what action you will take in the future if faced with a similar situation. Please stop punishing yourself for choices you made with the best intentions.



Rainbow Bridge

There is a bridge connecting Heaven and Earth. It is called the Rainbow Bridge because of its many colors. Just this side of the Rainbow Bridge there is a land of meadows, hills and valleys with lush green grass.

When a beloved pet dies, the pet goes to this place. There is always food and water and warm spring weather. All the animals who have been ill and old are restored to health and vigor; those who were hurt or maimed are made whole and strong again, just as we remember them in our dreams of days and times gone by.

The animals are happy and content, except for one small thing; they each miss someone very special to them who had to be left behind. They all run and play together, but the day comes when one suddenly stops and looks into the distance. Her bright eyes are intent; her eager body begins to quiver. Suddenly she begins to run from the group, flying over the green grass, her legs carrying her faster and faster. You have been spotted and, when you and your special friend finally meet, you cling together in joyous reunion. The happy kisses rain upon your face; your hands again caress the beloved head, and you look once more into the trusting eyes of your pet, so long gone from your life but never absent from your heart.

Then you cross the Rainbow Bridge together, never again to be separated.

- Author Unknown -




Back

Letting Go of Guilt

Most of us do the best we can with the information we have at the time but, with euthanasia, it's normal to have questions that can keep you up at night. "Did I do the right thing?" "Did I choose the right time?" "Should I have spent more?" If you have lingering questions or doubts about your pet's death, talk with your veterinarian and review the facts. If you still feel guilty, try these strategies:

- Honor your pet with meaningful action. Donate time or money in your pet's name. Educate others about how to avoid the accident or disease that took your pet's life.
- Make two columns on a sheet of paper. On one side, list what you feel guilty about. On the other side, list the positive choices you made for your pet. Push yourself to make your positive list twice as long as your guilt list!
- Write a letter to your pet and explain the choices you made. Now write a letter to yourself from your pet and describe why your pet understands.

Would a counselor referral be helpful?
www.veterinarywisdom.com/petparents

Would you like more information?
www.veterinarywisdom.com/petparents

World by the Tail, Inc. - caring for people who care for pets
134 W. Harvard St., Ste. 5, Fort Collins, CO 80525
1-888-271-8444 • Fax 970-223-1226
© Copyright 2011, World by the Tail, Inc., All Rights Reserved - EEE

Each Educational Enclosure is printed on front and back and is perfectly sized (4"x 5.5") to fit into all of our sympathy cards. **Sold in packs of 10**, you may mix and match packs to achieve quantity discount pricing.

Price:
1 - 4 packs \$3.50 each
5 - 9 packs \$3.00 each
10+ packs \$2.50 each

View all of our enclosures at www.veterinarywisdom.com.



CREATE the LOYALTY

Euthabag®

Euthabag® creates a respectful way to care for a pet's body after death. It is comforting to pet parents because they see that their pets' bodies are being treated sensitively by your veterinary or crematory staff members. Including a Euthabag® in your euthanasia protocol, or as a replacement for your current transportation or storage solution, also helps your team feel good about the care you are providing during a difficult time.



HONOR the BOND



Pricing for an Individual Euthabag®:

Item	BCEXSI	Individual Extra Small Euthabag® (animals <2 lbs)	\$4.40/each
Item	BCESI	Individual Small Euthabag® (animals 2-15 lbs)	\$5.30/each
Item	BCEMI	Individual Medium Euthabag® (animals 15-30 lbs)	\$9.75/each
Item	BCELI	Individual Large Euthabag® (animals 30-75 lbs)	\$12.50/each
Item	BCEXLI	Individual Extra Large Euthabag® (animals 75-190 lbs)	\$16.80/each

Pricing for Euthabag® Packs:

Item	BCEXS	Extra Small Euthabag® Pack of 5	\$22.00/5 pack
Item	BCES	Small Euthabag® Pack of 20	\$106.00/20 pack
Item	BCEM	Medium Euthabag® Pack of 8	\$78.00/8 pack
Item	BCEL	Large Euthabag® Pack of 8	\$100.00/8 pack
Item	BCEXL	Extra Large Euthabag® Pack of 5	\$84.00/5 pack

Paw Print Urns



Made of solid brass with an antique bronze finish and silver paw prints, this urn collection is available in four sizes. Screw-on lids provide secure containers for a pet's cremains.

Item	URNXSP	Extra Small Paw Print Urn	\$36.00/each	4.25" Extra Small Urn (for cremains of animals up to 15 lbs.)
Item	URNSPP	Small Paw Print Urn	\$42.00/each	6" Small Urn (for cremains of animals up to 30 lbs.)
Item	URNMPP	Medium Paw Print Urn	\$48.00/each	7.5" Medium Urn (for cremains of animals up to 70 lbs.)
Item	URNLPP	Large Paw Print Urn	\$59.00/each	8.75" Large Urn (for cremains of animals up to 120 lbs.)

Pocket Paw Print Stones

Pocket Paw Print Stones are small (1.5" x 1.5"), ivory colored, glazed ceramic hearts with a paw print embedded in the center. Pocket Paw Print stones can be given to clients as a symbol of the human-animal bond. They can also be a gift of remembrance for clients who want to celebrate the life of a pet who has passed on.

Made in the USA.

Item	PS12	Pocket Paw Print Stone	\$25.50 / 12 pack
Item	PS50	Pocket Paw Print Stone	\$89.50 / 50 pack

*Fits perfectly
in the palm of your hand.*



Shop Online!

Ordering ClayPaws® Kits, ClayPaws® Accessories
& Pet Sympathy Cards is easy at

www.veterinarywisdom.com

Featuring...

- our full product line
- 24/7 availability
- a mobile-friendly design
- pet loss support resources
- how-to videos & FAQ's



Customer Satisfaction is Our #1 Priority

Our goal at World by the Tail, Inc. is for every customer to be completely pleased and satisfied with our products. Your order is 100% Money-Back Guaranteed for up to six (6) months from date of purchase.

We welcome any ideas to help us become more responsive to your needs. Please contact us with comments or questions regarding our company.

Contact Us at www.veterinarywisdom.com or at:



Address:

134 W. Harvard St., Ste. 5
Fort Collins, CO 80525

Telephone:

Toll-free: 1-888-271-8444
Local: 970-223-5753
Fax: 970-223-1226

E-mail:

info@wbtt.com



A+ Rating

Follow Veterinary Wisdom® on your favorite social media platform at /claypawskits:



Catalog produced and edited by Lora Kerr and Bryn Frisina

Cover Photo: Tim O'Hara

Please note: our products are photographed outside in natural light but we do not recommend ClayPaws® prints be left outside as they are not weather resistant.

World by the Tail, Inc.
134 W. Harvard St., Ste. 5
Fort Collins, CO 80525

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ClayPaws® the Original Paw Print Kit™

**Considering using ClayPaws® Kits
in your veterinary clinic or
pet crematory?**

Call us toll-free at
1-888-271-8444

email us at

info@wbtt.com

or visit our website at

www.veterinarywisdom.com

**to request a free
ClayPaws® Sample Kit.**



"We have been loyal ClayPaws® customers for 18 years and, in turn, ClayPaws® have created many loyal customers for us! In fact, our long-term customers have come to expect a ClayPaws® print with each pet they have had and say they look forward to having a collection of memories from each pet. Making ClayPaws® prints allows us to create a good experience during a difficult time for our customers."

- Susie Marquardt, Practice Manager, Linden Heights Animal Hospital, Winchester, VA