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

We are HOLDING OUR PRICES in 2023!



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.



Clay Paws® 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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All rights reserved.
Prices are subject to change without notice.

WE ARE HOLDING OUR PRICES IN 2023!

Just as your clients mean everything to you, YOU mean everything to us! In these challenging economic times we are committed to keeping ClayPaws® Kits affordable so you can continue to provide your clients with this forever keepsake and capture the love they shared with their pet.

They Trust You.

When a pet dies, most clients leave their veterinary clinic empty-handed, without the beloved animal they've entrusted to the veterinary team's care. This feeling of emptiness puts the relationship the veterinarian has worked so hard to create in jeopardy because clients who feel unsupported during pet loss often don't return.

ClayPaws® are the Perfect Solution

Providing clients with a Clay Paws® print of their beloved pet's paw is the perfect solution. With Clay Paws® prints, clients don't leave the practice empty-handed. Instead, they leave with a lasting keepsake that reminds them of the loving bonds they shared with their pet and the skilled emotional support the veterinary team provided for them.

With the care you've provided, you've earned the trust of your clients. Honor that trust by making high-quality paw prints for your clients. Choose ClayPaws® Clay and not an inferior material like air dry clay or foam when offering this vital service.

You Have Options to Simplify Your Clay Paws® Process

If baking is what is standing in your way of offering an archival keepsake, don't let it! We've created numerous products to help support your staff in sending home unbaked prints:

- Take and Bake Containers now also in a LARGE size! (page 7)
- Baking Disks NEW! (page 15)
- Send-Home-to-Bake Healing Ceremony Card NEW! (page 15)
- Pet Memory Box with Bake-at-Home Bundle NEW! (page 14)

Baking is the strength of Clay Paws® Clay. Once baked, Clay Paws® Clay preserves amazing paw details, is permanent and shatterproof, is made to be touched and held, and will not shrink, crack or curl.

No other paw print-making product results in such a lasting, personalized keepsake.





They Tust You.

"It doesn't matter how many times we walk into that one room in the clinic and sit down with a client and their pet, it hurts every single time. The subtle devastation of severing the tangible bond of a pet and its owner is something we never get used to. When we started offering your ClayPaws® prints to our clients, it not only warmed the hearts of grieving owners but we were surprised to find the positive impact on our staff. Creating beautiful ClayPaws® prints and decorating them with care has become a therapeutic experience that all of our technicians and assistants enjoy. It has been such a gift to be able to heal our staff while they help to heal our clients."

- Kelley Jewell, Valley Veterinary Clinic



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

A Clay Paws® print preserves the memories of special times shared with a pet. You can use Clay Paws® 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 Clay Paws® 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. Clay Paws® Kits are an affordable way to create client loyalty and staff satisfaction.

All of our ClayPaws® Kits include:

- one Clay Paws® Clay patty made from our exclusive formula, packaged in a convenient, disposable wrapper
- one storage bag to serve as a take-home container for the finished paw print
- instructions, 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. Clay Paws® Clay is made in the USA.

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

We are holding our prices on Clay Paws® Kits in 2023!

Clay Paws® Kits Quantity Discount Pricing

Original White (WPP) Kit Pricing:

Item WPP0001	1 - 9 Kits	\$6.85 each
Item WPP0010	10 - 24 Kits	\$6.28 each
Item WPP0025	25 - 49 Kits	\$6.12 each
100		40.22 000
Item WPP0050	50 - 99 Kits	\$5.59 each
Item WPP0030	30 - 99 KILS	\$5.59 Each
TI 14/DD0100	100 100 10	+E 02
Item WPP0100	100 - 499 Kits	\$5.03 each
Item WPP0500	500 - 999 Kits	\$4.70 each
		7 5 000

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

Item SPP0001, TPP0001 and APP0001	1 - 9 Kits \$7.35 each
Item SPP0010, TPP0010 and APP0010	10 - 24 Kits \$6.78 each
Item SPP0025, TPP0025 and APP0025	25 - 49 Kits \$6.62 each
Item SPP0050, TPP0050 and APP0050	50 - 99 Kits \$6.09 each
Item SPP0100, TPP0100 and APP0100	100 - 499 Kits \$5.53 each
Item SPP0500, TPP0500 and APP0500	500 - 999 Kits \$5.20 each

Go online or call for larger quantity discounts.



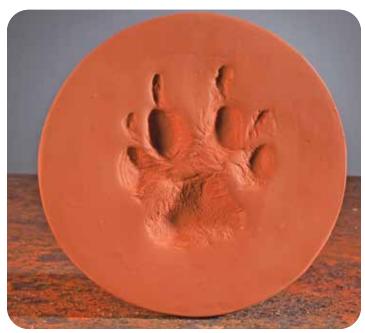
Original White ClayPaws® Kits

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.



Soft White ClayPaws® Kits

Our Soft White Clay Paws® 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.



Terra Cotta ClayPaws® Kits

Our Terra Cotta Clay Paws® 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.



Almond Shimmer Clay Paws® 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.

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 Clay Paws® Clay and then form it into a patty before making a print.

To make this process easy, we designed our Clay Paws® 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 Clay Paws® 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 Clay Paws® Patty Pad and Mold products, remember to wipe the <u>laminated</u> 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 Clay Paws® 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.

Patty Pad / Yellow Oval Mold Item PPOV

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.



ClayPaws® Take & Bake Containers

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.

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

Pair these with our NEW Healing Ceremony Card (page 15) to help your clients make baking at home a healing ceremony.





Our <u>NEW</u> Large Take & Bake Containers solve the problem for prints made with multiple patties and our Large Heart or Oval Molds! Or, place multiple smaller prints in one container to send home if a family has requested more than one.



Now available in a larger size!







Item TABL

Large Take & Bake Container \$19.95 / 10 Pack

ClayPaws® Baking Kit

This craft oven is recommended for baking our type of modeling clay and fits easily on a countertop. (*Clay should be baked at 275*° *F. Please use the included oven thermometer to calibrate the baking temperature before use.*) UL approved. 540 cu. in. black. *Oven styles vary, please check our website for the current model.*

The ClayPaws®
Baking Kit includes:

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



Item CBO

ClayPaws® Baking Kit

\$89.95 each



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.











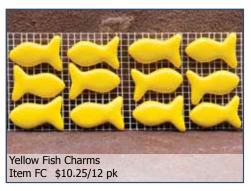
















Ceramic Red Heart Charms

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	Sm. Ceramic Red Heart	Item	Lrg. Ceramic Red Heart
CHCS	Charms \$8.50 / 12 Pack	CHCL	Charms \$8.50 / 12 Pack
Item	Bulk Sm. Ceramic Red Heart	Item	Bulk Lrg. Ceramic Red Heart
CHCS50	Charms \$29.50 / 50 Pack	CHCL50	Charms \$29.50 / 50 Pack



A Veterinary Wisdom® Original Product



Gold-Plated Heart Charms

Use these 18K Gold-Plated Heart Charms to decorate and add even more meaning to your Clay Paws® prints. Simply press this reversible charm either rounded or flat-side up into the clay before baking. We have selected these beautiful charms because we know they will withstand the temperatures required for baking your Clay Paws® prints.

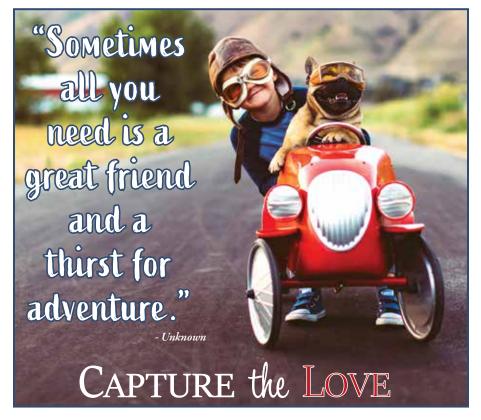
ItemGPHCGold-Plated Heart Charms\$9.75 / 12 pkItemGPHC50BULK Gold-Plated Heart Charms\$38.95 / 50 pk



our Gold-Plated Heart Charms will benefit...







🥌 "I believe ClayPaws® prints are the single most appreciated thing we do for our clients at their time of grieving for their pets. Being able to present the client with a hand made, bejeweled reminder created from their beloved pet makes their trip back home alone just a little bit easier. The staff all enjoy making the ClayPaws® prints and it helps all of us feel better for being able to do something meaningful and lasting for the client. I opened Advanced Care Pet Hospital twelve years ago and we have been making ClayPaws® prints for our clients ever since. We at Advanced Care Pet Hospital love Clay Paws®."

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 crystal rivoli that is easily pushed into our clay BEFORE baking.

"At our clinic, we use ClayPaws" because our client's pets are their family. No one is ever really ready to say goodbye to their loved ones, and ClayPaws® gives them a small piece of their pet to keep forever. Something as insignificant as a paw print may seem like it wouldn't make a difference, but to our clients, it means the world to them. And to us, here at the clinic, our clients mean everything to us."

- Emily Latray, Fry Road Animal Clinic

Ітем	GEMSTONE	Symbolic Gift	BIRTHSTONE	
BCJAN	Garnet (pictured left)	Eternal Love	January	
BCFEB	Amethyst	Peaceful Healing	February	
BCMAR	Aquamarine	Soothing Support	March	
BCAPR	Diamond	Loyalty	April	
ВСМАУ	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	Tanzanite	Compassion	December	

Each individual gemstone can be purchased separately in packs of six (6) for \$7.95.



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 high-quality crystal rivolis we offer. To restock your supply, Gemstone Charms are also sold separately by month in packs of six (see above).

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 (page 25)

Item RBAK Rainbow Bridge Accessory Kit \$2.95 each



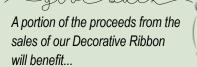
"We've been using ClayPaws® for several years now and always provide one to every animal humanely euthanized at our practice. We love having the flexibility to bake them here in the clinic or to send them home unbaked for clients to bake at home. Better yet, there are easy to understand instructions that guide clients on baking their paw print at home. The clay is soft and pliable making them easy for our staff to use and all tools and accessories compliment the paw print well. ClayPaws® provide consistent results so that if a client has received one for one pet, they can count on getting a similar print of the same quality for a future pet. I can't imagine ever switching to a different product because of the ease and reliability of ClayPaws®."

-Kim Hare, Big Lick Veterinary Services

Decorative Ribbon

Finish your Clay Paws® 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 ten 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 RYG	Yellow "Gotcha" Ribbon (5/8" wide; 18" length) A $Veterinary$ $Wisdom^{\circledast}$ $Original$ $Product$	\$7.95 / 12 pack
Item RFF	"Furry Friend" Brown Ribbon (5/8" wide; 18" length) A $Veterinary$ $Wisdom^{\circledast}$ $Original$ $Product$	\$6.95 / 12 pack
Item RFL	"Forever Loved" Gold Ribbon (5/8" wide; 18" length) A $Veterinary$ $Wisdom^{\circledast}$ $Original$ $Product$	\$6.95 / 12 pack
Item RRW	Rainbow Ribbon with White Paw Prints (5/8" wide; 18" length) $A\ Veterinary\ Wisdom^{\circledR}\ Original\ Product$	\$9.95 / 12 pack
Item RPP	Multi-Colored Paw Print Ribbon (5/8" wide; 18" length) A $Veterinary$ $Wisdom^{ @ } Original$ $Product$	\$8.95 / 12 pack
Item RS	Ribbon Variety Pack (Visit www.veterinarywisdom.com for details.)	\$7.95 / 12 pack



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.



Our exclusive Clay Paws® 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 **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 foan

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.

Writing Tools
Item WTSC Storage Container
\$10.95 each

ge Container ntainer is the perfect accessories. The foam	
A Veterinary Wisdom® Original Product	

Decorative Artist Markers

These markers are an easy way to decorate Clay Paws® prints!

Our selection of Artist Markers, manufactured by Faber-Castell, are the best markers to use on baked Clay Paws® 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!



Item MARKMMetallic Artist Markers\$14.95 / 6 packItem MARKBBlack Artist Marker\$3.70 each









Stamps are made of flexible rubber.

Stamp Collection Sheet: "Love"

A Veterinary Wisdom® Original Product

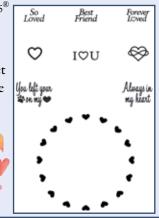
This flexible, rubber stamp sheet includes nine designs that reflect the love pet parents share with their pets, even after separation or death. Each of these stamps may be used to impress a sweet message or meaningful design into a ClayPaws®

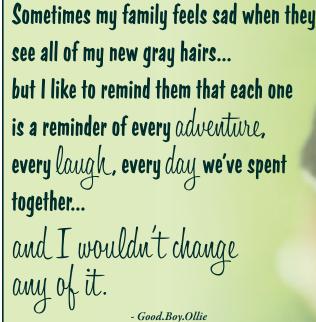
print prior to baking.

This deep-etch rubber stamp collection is our original design. Each individual stamp is easily separated from the rubber sheet using crafting scissors. The flexible rubber allows pressure to be

applied directly over the design, reducing the appearance of an unwanted outline. This can be further reduced by contour trimming the stamp since there is no rigid backing.

Item SCLOVE Love Stamp Sheet \$19.95 each







Check out our

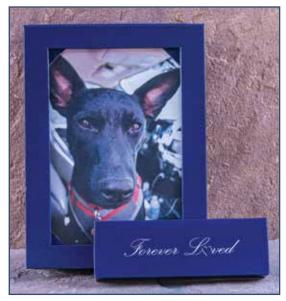
ClayPaws® Pet Memory Box

A Veterinary Wisdom® Original Product

Our Clay Paws® Pet Memory Boxes are specifically-designed to display a baked Clay Paws® print. However, using our Bake at Home Bundle (page 15), you can send unbaked prints home in them as well. This patent-pending, original design fills the gap between expensive shadow boxes and easels or keepsake bags. They can become your business' signature look, be used as a premium upgrade to a paw print option, or even sold in your store.







The Pet Memory Box stands upright on its own with the lid closed to display a 4×6 photo or a ClayPaws® print. It can also be laid flat with the lid open to display a ClayPaws® print and a 4×6 photo. The box itself will hold two 4×6 photos (back to back) and a ClayPaws® print. This high-quality, magnetic closure box features a glossy blue finish that is appropriate for anytime in a pet's life--puppy-hood, "gotcha" days, or end-of-life.

Included within the Pet Memory Box is a removable "Forever Loved" Keepsake Box that can be used to store other memorabilia of a pet, like fur clippings or tags. This box can be displayed with "Forever Loved" visible or not.

The back of the box includes basic product information as well as a place to write a pet's name so prints do not get confused in busy business settings. This box works best with prints made with our Maroon Circle Mold or most round, one-patty ClayPaws® prints.





Please Note: Only display baked, genuine Clay Paws® prints in our Pet Memory Boxes. Unless used with our Bake at Home Bundle, unbaked prints may be damaged in the box and oils from unbaked clay may discolor and affect the finish of the box. We cannot guarantee that the finish on the box will react well with air dry clays or other modeling materials.

*Clay Paws® Clay Patty not included.

Item PMBI	Pet Memory Box - Individual/MSRP	\$24.95 / each	Sell them in your store!
Item PMB12	Pet Memory Box - 12 pack	\$99.95 / 12 pack	x (\$8.33 each)
Item PMB50	Pet Memory Box - BULK 50 pack	\$399.50 / BULK 5	50 pack (\$7.99 each)

New Products!

Bake at Home Bundle

You may not be able to decorate or bake your clients' Clay Paws® prints onsite. That's okay! Don't let baking stop you from sending pet parents home with their prints the same day.

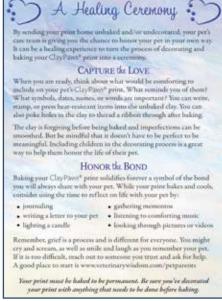
Give pet parents our <u>NEW Healing Ceremony Card</u> to show them how baking at home can be a healing ceremony. Presented this way, pet parents see that by sending their print home unbaked, *you are providing them the opportunity to honor their pet in their own way.*

Bundle the Healing Ceremony Card with our convenient <u>NEW Baking Disks</u> to streamline this process for pet parents. Send the Healing Ceremony Card home with your clients along



with their pets' ClayPaws® prints and protect the unbaked prints by putting them back in the original re-sealable bags with our new Baking Disks. Pet parents can then safely remove their print from the bag using the tab on the Baking Disk and place it directly in the oven to bake. Baking Disks will withstand the low baking temperatures required for curing ClayPaws® prints.

Item BAHC Item BAHD	Healing Ceremony Card Baking Disks	\$4.95 / 12 pack	
Item BAHB	. J	1 7 1	Baking Disks & Healing Ceremony Cards!



The Healing Ceremony Card can also be used with our Take & Bake Containers (page 7). Our laminated Healing Ceremony Cards can be safely sent home with unbaked ClayPaws® prints.

"On August 10, 2022, we had to send our beloved 12-year-old Standard Poodle over the Rainbow Bridge. It was a very difficult decision even though he was very sick. We will miss him dearly. At our veterinarian's office, we were asked if we would like Tuxedo's paw print. The very caring people there took his paw and made the impression onto the clay. Then they sent it home with us to bake so we could have it for comfort immediately. It was so easy to do, and we marked his date of birth and the date of his crossing over on the back. This paw print is proudly displayed in our home along with his favorite tennis ball and his picture. I cannot begin to express the amount of comfort my family has found in having this remembrance of Tuxedo. ..."

Gerianne Benisch, Pet Parent

HeartFelt Stickers

Made of super soft self-adhesive felt, our HeartFelt Stickers can be used in a variety of ways to add another touch of compassion to the care you provide. Simply remove the backing on the sticker and place it where desired. Available in packs of red only or assorted colors. Use these stickers:

- To add a comforting touch to catheter wrap used in euthanasia procedures.
- To decorate vet wrap, casts, bandages, or e-collars used for any reason.
- On a baked Clay Paws® print as a comforting tactile decoration.
- As a token for children who are saying goodbye to, or are going to be separated from, their pet.
- In endless other ways!

Item HFSR	HeartFelt Stickers - Red	1-9 packs 10+ packs	\$4.95 / 12 pack \$4.50 / 12 pack
Item HFSA	HeartFelt Stickers - Assorted Colors	1-9 packs 10+ packs	\$4.95 / 12 pack \$4.50 / 12 pack

A Veterinary Wisdom® Original Product









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

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.

Brushes are sold separately in packs of three.

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

"I have implemented using Veterinary Wisdom® at every clinic I have joined. We just implemented these ClayPaws® for every euthanasia here at The Bird and Pet Clinic. My staff enjoys and takes pride in making beautiful ClayPaws® (prints). This paw leaves something for the pet owner to cherish for years to follow. Thank you Veterinary Wisdom® for all that you do for the pet owners and the veterinary staff. Love our Almond Shimmer."

- Kimberly Holupka, Bird and Pet Clinic of Roseville





Display Easels

Why not offer clients a way to display Clay Paws® 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.



All of our display easels will hold ClayPaws® prints made with any of our circle molds.

Item EGWIRE	Gold Wire Easel	\$2.95 each
Item EWFSM	Wood Folding Easel	\$3.45 each
Item EBRC	Bronze Metal Curls Easel	\$7.95 each
Item EBLC	Black Metal Curls Easel	\$7.95 each

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** Clay Paws® prints made with our larger molds (shown on page 6). Large Keepsake Bags are available in navy blue, cream, and burgundy.







Pricing for 6"x 9" Keepsake Bags:

Item KB10	Burgundy Keepsake Bags	\$10.95 / 10 pack
Item KB10B	Navy Blue Keepsake Bags	\$10.95 / 10 pack
Item KB10BR	Bronze Keepsake Bags	\$10.95 / 10 pack
Item KB10C	Cream Keepsake Bags	\$10.95 / 10 pack
Item KB8P	Paw Print Keepsake Bags	\$10.95 / 8 pack

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

Pricing for 8"x 12" Keepsake Bags:

Item KBL8B	Large Navy Blue Keepsake Bags	\$10.95 / 8 pack
Item KBL8C	Large Cream Keepsake Bags	\$10.95 / 8 pack
Item KBL8BR	Large Burgundy Keepsake Bags	\$10.95 / 8 pack

"Such a wonderful keepsake! We have used ClayPaws® at our practice for several years. It's already so extremely difficult for clients to lose their beloved pet and say their final goodbyes. This product is a wonderful keepsake that helps them with their grieving process and have a special memento from their fur-baby forever. Our clients always appreciate it so much."

— Jessica Mikolowski, Harmony Mobile Vet

ClayPaws® Mail Home Kit



A Veterinary Wisdom® Original Product 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: Clay Paws* prints must be <u>baked</u> before mailing. Even when carefully packaged, unbaked prints are likely to be destroyed when they are sent through the mail.

"A Pet's Love" Bubble Bags are also sold separately in packs of 8. Visit www.veterinarywisdom.com/products/a-pets-love-bubble-bag/for more information.

Furever Loved Clippings Container



Pet parents often wish to clip and keep some of their pet's fur after their pet has died. Our 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

Euthanasia Notice Kit



Our 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)

Heart TouchStones



Our Heart TouchStones can be held, touched, rubbed, or carried in a pocket as tangible reminders of healing and comfort. These stones are a great self-care tool for yourself or gift for your team. Consider handing these out to your team as a symbol of your commitment to their mental and emotional wellness.

Heart TouchStones are currently available in Rose Quartz and Green Aventurine and are about 1.5 inches in size.

Item HTSR	Rose Quartz Heart TouchStone	\$4.95 / each
Item HTSR5	Rose Quartz Heart TouchStones	\$22.95 / 5 pk
Item HTSG	Green Aventurine Heart TouchStone	\$4.95 / each
Item HTSG5	Green Aventurine Heart TouchStones	\$22.95 / 5 pk



Veterinary Wisdom® Pet Sympathy Cards

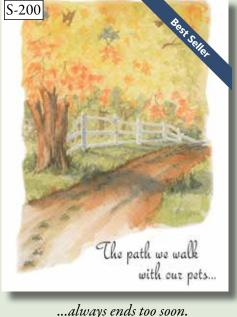
Veterinary Wisdom® Original Products

Sending a pet sympathy card tells clients what you want them to know – you understand the human-animal bond and their grief, you feel your commitment to them extends beyond the medical care of their pets, and you hope your caring relationship with them will continue. Our Veterinary Wisdom* cards carry all of those sentiments.

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

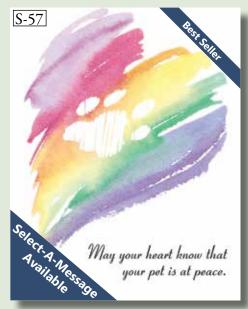


The heavens are a little brighter now.

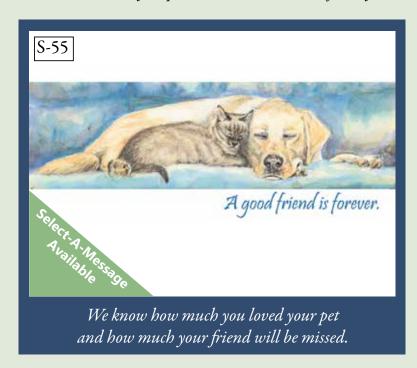


...always ends too soon.

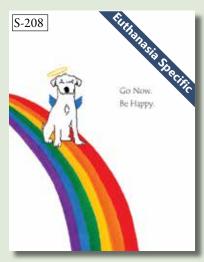
You and your pet were blessed to share the journey.



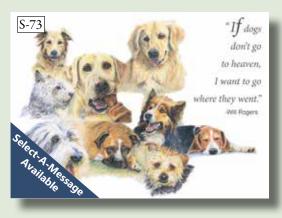
Sending our heartfelt sympathy for the loss of your companion.



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



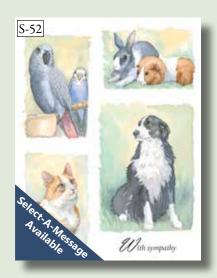
May you find comfort in knowing that your friend is now at peace.



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



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

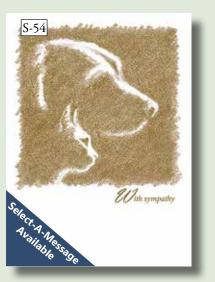


We know how much you loved your pet and how much your friend will be missed.



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





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.



"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...



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



May memories of life with your dog bring you peace.

APPROPRIATE FOR ANY PET BUSINESS...



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

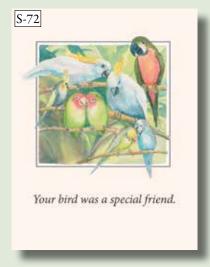
Our pets never really leave us...

...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

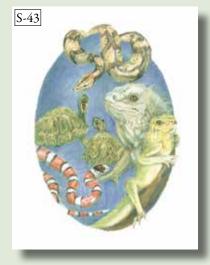


As we have shared in your bird's life we now share in your sorrow.



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.

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

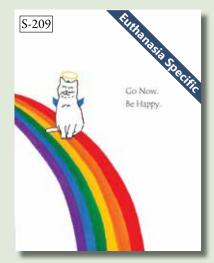
FELINE SPECIFIC



The heavens are a little brighter now.



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

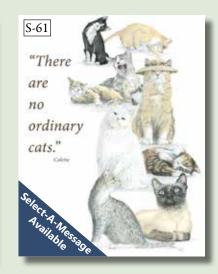


May you find comfort in knowing that your friend is now at peace.



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.



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.



...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.

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).

\$ 9.00 each 1 - 4 packs

5 - 9 packs \$ 8.25 each

10 - 14 packs \$ 7.75 each

15 - 24 packs \$ 7.50 each 25+ packs \$ 7.25 each

Custom Signatures and Return Addresses are 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[®] Select-A-Message Pet Sympathy Cards:

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 our Select-A-Message card designs on this page.

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.

Sometimes our lives are touched by gentle friends who only stay Message E:

for awhile but remain forever in our hearts.

As we shared in your pet's life, we now share in your sorrow. Message F:

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:

Select-A-Message cards may be ordered in any quantity of 10-packs you need. Cards with the same inside message determine the quantity discount pricing, even when used with different front images!

Sold in packs of 10 cards, 11 envelopes

1 - 4 packs \$ 10.00 each

\$ 9.25 each

10 - 14 packs \$ 8.75 each

15 - 24 packs \$ 8.50 each

25+ packs \$ 8.25 each

5 - 9 packs

Available with these card designs:









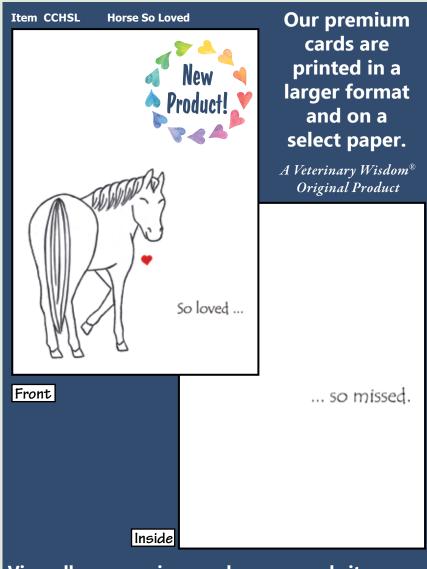




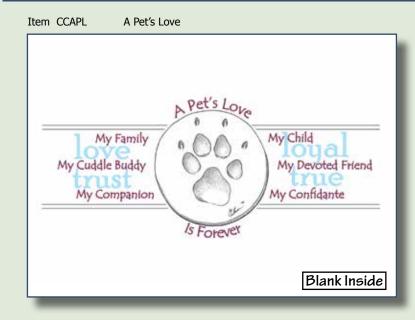


Veterinary Wisdom® Premium Pet Sympathy Cards

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.



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

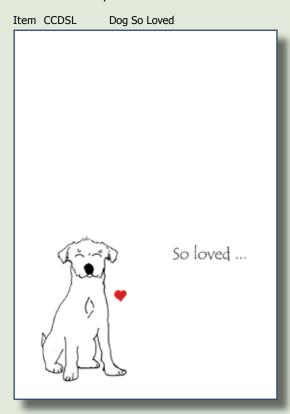


Size: 5"x 7"

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



... so missed.



... so missed.

Veterinary Wisdom® Educational Enclosures

A Veterinary Wisdom® Original Product

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)

Helping Pets Grieve (EEB)

o n t

Veterinary Wisdom® about Helping Pets Grieve

When highly attached animals are separated, they may exhibit what animal behaviorists call a distress reaction. Other animals may not show signs of grief at all.

An animal's distress can If mild disagreements arise between your surviving pets allow them to establish new group roles by working it outhemselves. If you're concerned for their safety, consult with your veterinarian or pet behaviorist look much like human grief, presenting as anxiety, S. depression, changes in ىد sleeping and eating habits.

disinterest in usual activities. and a reluctance to be alone.

just as it is for you.

Some people allow surviving pets to be present during euthanasia or to see and sniff their "buddy's" body after death. While some who have done this believe it helps, others report no reactions at all from their surviving pets.

animal's death will be influenced by and your reaction to the react to changes in your routines pets' reactions to another

Some grieving seem to "search persistently. They may also house or yard aimlessly died, wandering animal buddy who has more than around the

Back

for your surviving pets

Helping Your Pet Grieve for a Buddy

Keep routines as consistent as possible. Predictability can give your surviving pets a sense of security during this

Keep your pets' diets and mealtimes the same. If pets learn that not eating results in other treats or snacks, they may become less likely to eat their regular meals.

Try not to reward undesirable behavior like inactivity or depression. Instead, create opportunities to provide positive reinforcement by keeping your surviving pets active. Exercising together may help you feel a bit better, too!

Allow some time to pass before getting another "buddy". There is no guarantee that your surviving pets will bond with a new animal. Grieving pets may not have the energy, patience, or desire required to make a new friend. If you don't feel ready, your pets likely aren't either.



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

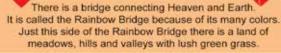
Would you like more information? www.veterinarywisdom.com/petparents





Bereavement products for... Veterinary Care Providers: www.veterinarywisdom.com • 1-888-271-8444 Human Health Care Providers: www.caringwisdom.com • 1-800-248-2820 ©2021, World by the Tail, Inc., All Rights Reserved - EEB

Rainbow Bridge



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 -

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

Our Educational Enclosures fit inside all of our Pet Sympathy Cards!



A portion of the proceeds from the sales of our Educational Enclosures will benefit ...



ARGUS INSTITUTE COLORADO STATE UNIVERSITY

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.

Pricing for an Individual Euthabag®:

Item BCEXSI	Individual Extra Small Euthabag® (animals <2 lbs)	\$6.40/each
Item BCESI	Individual Small Euthabag® (animals 2-15 lbs)	\$7.40/each
Item BCEMI	Individual Medium Euthabag® (animals 15-30 lbs)	\$12.50/each
Item BCELI	Individual Large Euthabag® (animals 30-75 lbs)	\$15.50/each
Item BCEXLI	Individual Extra Large Euthabag® (animals 75-190 lbs)	\$20.60/each

Pricing for Euthabag® Packs:

Item BCEXS	Extra Small Euthabag® Pack of 5	\$27.00/5 pack
Item BCES	Small Euthabag® Pack of 20	\$128.00/20 pack
Item BCEM	Medium Euthabag® Pack of 8	\$92.00/8 pack
Item BCEL	Large Euthabag® Pack of 8	\$116.00/8 pack
Item BCEXL	Extra Large Euthabag® Pack of 5	\$98.00/5 pack



(30)

Use our Decorative Artist Markers (pg.13) to personalize your Euthabag[®].



Paw Print Urns

Paw Print Urns are created from the highest quality aluminum using an age-old, hand-casted artisan process. They are then hand-lacquered to preserve and add brilliance. Screw-on lids provide secure containers for a pet's cremains, available in five sizes.



Item URNXSPP

Extra Small Paw Print Urn (4.75"H) \$36.95/each (for cremains of animals up to 15 lbs.)

Item URNSPP (pictured left)

Small Paw Print Urn (6"H) \$42.95/each (for cremains of animals up to 30 lbs.)

Item URNMPP

Medium Paw Print Urn (7.5"H) \$48.95/each (for cremains of animals up to 70 lbs.)

Item URNLPP

Large Paw Print Urn (8.75"H) \$59.95/each (for cremains of animals up to 120 lbs.)

Item URNXLPP

Extra Large Paw Print Urn (10"H) \$74.95/each (for cremains of animals up to 180 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 \$29.50 / 12 pack
Item PS50 Pocket Paw Print Stone \$99.50 / 50 pack

Pocket Paw Print Stones fit perfectly in the palm of your hand.



Shop Online!

Ordering Clay Paws® Kits, Clay Paws® 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



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.



"Quality service and quality clay. We work with several good professional vendors but your kindness both on the phone and in your response to any request is what all vendors in whatever business should strive for. I'm certain your other customers would join me in celebrating what you offer both in sincere customer service & quality products. My sincere thanks!"

- Kathleen Stambaugh, CMS Pet Crematory

Contact Us at www.veterinarywisdom.com or at:

Address: Telephone: E-mail:

134 W. Harvard St., Ste. 5 Fort Collins, CO 80525 Toll-free: 1-888-271-8444 Local: 970-223-5753

Fax: 970-223-1226

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: ©istockphoto.com/ Pavlina Popovska

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.

PRSRT STD US POSTAGE PAID FORT COLLINS CO PERMIT NO. 171

ClayPaws® the Original Paw Print Kit™

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

To request a FREE ClayPaws® Sample Kit...

- Call us toll-free at: 1-888-271-8444
- Email us at: info@wbtt.com
- Visit our website: www.veterinarywisdom.com
- Scan the QR Code:





"We at Kingsport Veterinary Hospital admire Clay Paws® and so do our clients! Nothing feels better than being able to provide a memorabilia of a loved one passed that a client will hold near and dear to the heart for many years to come! I can remember prior to becoming a veterinarian, on one of the worst days of my life was when it came time to put my precious baby, Sasha, to sleep. That day I was shown so much compassion and love by the veterinary staff and they were so gentle with my girl. Prior to leaving I was handed the most beautiful clay paw print I had ever seen. That was 5 years ago and to this day I find myself looking at her print and gently rubbing her paw! As a veterinarian, it has been my goal to treat every client and patient as I was treated on that day. Seeing someone cherish something that I was able to give them brings so much joy for me in this field! I hope to continue to supply Clay Paws® for years and years to come!"