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



Our new Create the Loyalty Program Details on page 15



WORLD BY THE TAIL, INC. Bereavement products for... Veterinary Care Providers: www.veterinarywisdom.com
Human Healthcare Providers: www.caringwisdom.com

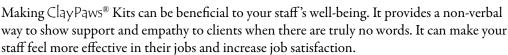
World by the Tail, Inc. is a family-run company. To learn more, visit the About Us section on our website www.veterinarywisdom.com.

Welcome! ClayPaws® Kits were first created over 27 years ago and are the premier paw print kit for veterinarians and pet crematories. When we talk about ClayPaws® Kits, we also talk about the Three Pillars of Veterinary Wisdom®. These Three Pillars are listed below along with an explanation of how ClayPaws® Kits can help you achieve each pillar in your hospital.

• Capture the Love 🍣

ClayPaws® prints are a tangible link to the love shared between a pet parent and their beloved pet. They are meant to be touched and held close. Linking objects like this are most effective when they are "of" the pet, like a paw print impression.

Honor the Bond 🍪



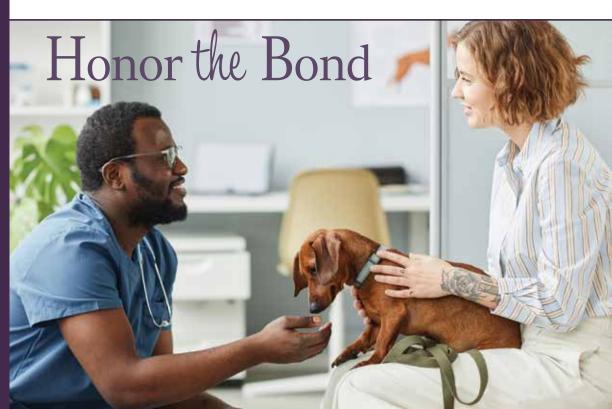
Create the Loyalty

Choosing our Clay Paws® Clay, that lasts a lifetime as a keepsake, is good for your business, too. Your customers have trusted you with the care of their pet. When a pet dies, the relationship between you and your clients is at its most vulnerable. You solidify the trust and loyalty you've worked so hard to cultivate when you give your clients a final keepsake of their pet that you know will last.

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. This high-quality reflects back on you, your staff, and your hospital.

We want to continue to make Clay Paws® Kits affordable so you can continue to *Capture the Love*, *Honor the Bond*, and *Create the Loyalty* even during uncertain times. <u>Learn more about our NEW</u> <u>Create the Loyalty Program on page 15!</u> *Now, you'll automatically earn points for every dollar spent which can then be redeemed on your next purchase. (*Some exceptions apply.)

We value your loyalty to our small, family-run business. Thank you for allowing us to be there for you and your staff as you are there for your clients and their pets.



© 2024 World by the Tail, Inc. All rights reserved. Prices are subject to change without notice.



idea. I'll cherish it forever."

-Patricia M., Pet Parent

sleep meant so much to me. It is such a

sentimental and tangible item that I

can look at and remember her by.

Thank you for a wonderful, heartfelt

They trust You

With the care you've provided, you've earned the trust of your clients. Honor that trust by making the highest-quality paw prints for them when they are losing their beloved pet. Don't let them leave your practice empty-handed on that difficult day. Making a ClayPaws® print for your clients, allows them to leave with a lasting, tangible keepsake that reminds them of the loving bonds they shared with their pet and the skilled emotional support the veterinary team provided for them.



Create the Loyalty



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

ClayPaws® Kits Quantity Discount Pricing

Original White (WPP) Kit Pricing:

Item WPP0001	1 - 9 Kits	\$7.19 each
Item WPP0010	10 - 24 Kits	\$6.59 each
Item WPP0025	25 - 49 Kits	\$6.43 each
Item WPP0050	50 - 99 Kits	\$5.87 each
Item WPP0100	100 - 499 Kits	\$5.28 each
Item WPP0500	500 - 999 Kits	\$4.94 each

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

		9	
Item	SPP0001, TPP0001 and APP0001	1 - 9 Kits	\$7.69 each
Item	SPP0010, TPP0010 and APP0010	10 - 24 Kits	\$7.09 each
Item	SPP0025, TPP0025 and APP0025	25 - 49 Kits	\$6.93 each
Item	SPP0050, TPP0050 and APP0050	50 - 99 Kits	\$6.37 each
Item	SPP0100, TPP0100 and APP0100	100 - 499 Kits	\$5.78 each
Item	SPP0500, TPP0500 and APP0500	500 - 999 Kits	\$5.44 each

Go online or call for larger quantity discounts.



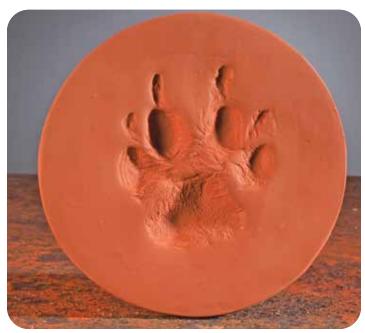
Original White ClayPaws® Kits

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, Heart Molds and Oval Molds

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

5

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



A Veterinary Wisdom® Original Product



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. With our Maroon Circle and Heart Molds use one ClayPaws® patty, or, for larger prints, use two ClayPaws® patties with our Large Green Circle and Heart Molds.

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

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 PPH	Patty Pad / Maroon Heart Mold	\$5.50 each
Item PPHL	Patty Pad / Large Green Heart Mold	\$6.00 each
Item PPOV	Patty Pad / Yellow Oval Mold	\$6.95 each







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.

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, Healing Ceremony Cards and Baking Disks (page 7) 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 (page 7). 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 Healing Ceremony Card (below) to help your clients make baking at home a healing ceremony.





Our 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.



Perfect for baking multiple prints at the same time!



Item TABL

ABL | Large Take & Bake Container \$19.95 / 10 Pack

ClayPaws® Healing Ceremony Cards and Baking Disks

Don't let baking stop you from sending pet parents home with their prints the same day. Our <u>Healing Ceremony Card</u> shows pet parents 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.



Pair it with our Take and Bake Containers (above) or with our <u>Baking Disks</u>. To use our Baking Disks simply place an unbaked ClayPaws® Print on the disk and slide it back into our original re-sealable bag. 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. Baking Disks will withstand the low baking temperatures required for curing ClayPaws® prints.

Item BAHC	Healing Ceremony Card	\$9.95 / 12 pack	Unbaked clay won't damage cards!
Item BAHD	Baking Disks	\$4.95 / 12 pack	

Item BAHB Bake at Home Bundle \$14.50 / 12 pack Baking Disks & Healing Ceremony Cards!



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:



Item CBO

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

give back

A portion of the proceeds from the sales of our Gold-Plated Heart Charms will benefit...





Thank you for being my dog, someone to do life with, and above all, thank you for being my best friend.

Capture the Love

"On August 10, 2022, we had to send our beloved 12-year-old Standard Poodle over the Rainbow Bridge. ... 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

Gemstone Charms



Clay Paws® 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.

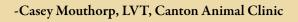
Each Gemstone Charm is a high quality, 12mm crystal rivoli that is easily pushed into our clay BEFORE baking.



100	І тем	GEMSTONE	Symbolic Gift	BIRTHSTONE	
	BCJAN	Garnet	Eternal Love	January	
1	BCFEB	Amethyst	Peaceful Healing	February	
A 17 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	BCMAR	Aquamarine	Soothing Support	March	
THE REAL PROPERTY.	BCAPR	Diamond	Loyalty	April	
100	BCMAY	Emerald	Unconditional Love	May	
S.	BCJUN	Alexandrite	Comfort & Joy	June	
	BCJUL	Ruby	Heartfelt Love	July	
	BCAUG	Peridot	Well-being	August	
No. of the last	BCSEP	Sapphire	Strength & Wisdom	September	
	BCOCT	Opal	Enjoyment of Life	October	
152 S. 1811	BCNOV	Citrine	Renewal	November	
	BCDEC	Tanzanite	Compassion	December	
	l				

Each individual gemstone can be purchased separately in packs of six (6) for \$8.95. *Call us for information about our Gemstone Starter Kit.*

"We added ClayPaws® to our practice as a way to memorialize our patients that have passed. The detail of the paw print is amazing and each one can be personalized in so many ways to honor the pet lost. The quality of the clay makes for a great final product!"





Rainbow Bridge Accessory Kit

A Veterinary Wisdom® Original Product

Our Rainbow Bridge Accessory Kit has everything you need to customize one Clay Paws® 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

Item RBAK Rainbow Bridge Accessory Kit \$2.95 each



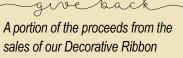
"We've been using ClayPaws® for several years now and always provide one to every animal humanely euthanized at our practice. We love having the flexibility to bake them here in the clinic or to send them home unbaked for clients to bake at home. Better yet, there are easy to understand instructions 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, Practice Manager, 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.



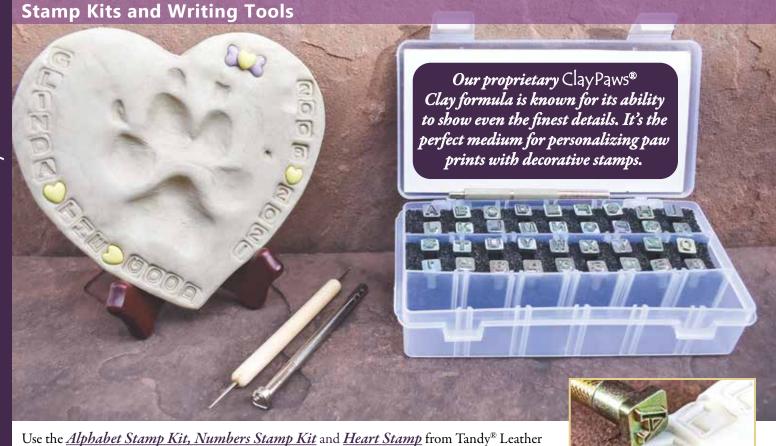
will benefit...







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 $^{ ext{@}}$ Original Product	\$6.95 / 12 pack
Item RRW	Rainbow Ribbon with White Paw Prints (5/8" wide; 18" length) A Veterinary Wisdom® 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



The <u>Writing Tools Storage Container</u> is a modified ArtBin® that is the perfect place to store all of our writing tools. The foam insert has space for all 26 Alphabet Stamps, all 10 Number Stamps, and there is one open compartment for 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!

The <u>Double-Ended Stylus</u> 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.



Please note: the Heart Stamp and Writing Tools Storage Container are only available as part of our Combo Stamp Kit.

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.

Item SKC	Combo Stamp Kit (includes Alphabet & Number kits, Heart Stamp, & Writing Tools Storage Container)	\$59.50 each
Item SKABC	Alphabet Stamp Kit	\$24.95 each
Item SK123	Numbers Stamp Kit	\$19.95 each
Item STY	Double-Ended Stylus	\$3.95 each
Item 511	Double Ended Stylus	ψ3.33 CαCii

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 markers! Pack includes six metallic markers and a...





Item MARKM Metallic Artist Markers \$14.95







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 Clay Paws® 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





HeartFelt Stickers

A Veterinary Wisdom® Original Product

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 ClayPaws® 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





Place on the back to provide a 'touch' of love and comfort when holding a ClayPaws® print.



What's New at

Ink Pads for Nose Prints



Our Ultra Washable Ink Pads conform to ASTM D4236 standards for testing of art materials and are acid-free and non-toxic. Please note all inks are likely to fade with time, keep finished prints away from direct sunlight.

Item INKBLK

Ink Pad for Nose Prints

\$3.95 / each

Our Ultra Washable Ink Pad for Nose Prints is the best of both worlds! The ink is easily washed off noses, paws, and hands, but is permanent on porous surfaces (like paper) once dry.

We recommend using our Kraft Brown Furever Loved Clippings Containers, the inside of any of our Pet Sympathy Cards, or our proprietary Clay Paws® Clay as surfaces.



Our NEW Clay Paws® 3-D Print Kit is an exciting new tool that allows you to ClayPaws® 3-D Print Kit create 3-dimensional prints of a pet's nose or paw. Using our proprietary-formula Self-Curing Molding Putty, simply make an impression of a pet's nose or paw. The molding putty has a 10-15 minute work time, after the 2-parts are combined, and will cure to a permanent, flexible mold in 1.5 to 2 hours. Once fully cured, the mold can then be used with ClayPaws® Clay to create as many 3-D Nose or Paw Prints as desired! (Clay Paws® Clay is not

included in kit). Our instructional video walks you through the simple process of making a 3-D print step by step!



Scan the QR code to learn more about our 3-D Prints and watch our instructional video!

Molding putty used to create 3-D Print

Please note that ClayPaws®

Clay is not included in kit.

Item SCMP3D 3-D Print Kit





We are *so grateful* for your loyalty and want to help you Create the Loyalty in your own business by making our practice-building tools, like Clay Paws® Kits, even more affordable.

Our NEW Create the Loyalty Program allows qualifying customers to automatically earn points for every dollar spent on Veterinary Wisdom products.

These points can then be redeemed as soon as your next order for

FREE ClayPaws® KITS!

Scan the QR code to learn more about our new program and see if your business qualifies. Or call us toll-free at 1-888-271-8444 to speak with one of our customer service representatives.

Scan the QR code to learn more about our Create the Loyalty Program!

thank you ______
for your Loyalty.

Create the Loyalty Program

"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



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 Clay Paws® 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.

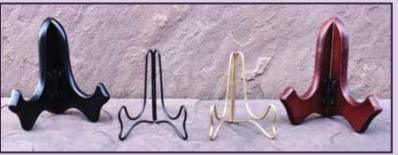
Brushes are sold separately in packs of three.

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

"We switched to Clay Paws" about a year ago and are so pleased with the product and the client service. We have received more positive feedback from our pet parents regarding our Angel Care and the special tribute to their pet that has crossed the Rainbow Bridge. We have been customizing the paw print for each family and want to let you know how much we appreciate all you do to help recognize the importance of the last visit to our clinic."

- Bridget Monson, Gehrman Animal Hospital





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 Clay Paws® prints made with any of our circle molds.

Item EWFSB	Black Wood Folding Easel	\$3.95 each
Item EBWIRE	Black Wire Easel	\$2.95 each
Item EGWIRE	Gold Wire Easel	\$2.95 each
Item EWFSM	Mahogany Wood Folding Easel	\$3.95 each

Keepsake Bags



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

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 8"x 12" Keepsake Bags:			
Item I	KBL8B	Large Navy Blue Keepsake Bags	\$10.95 / 8 pack
Item I	KBL8C	Large Cream Keepsake Bags	\$10.95 / 8 pack
Item I	KBL8BR	Large Burgundy Keepsake Bags	\$10.95 / 8 pack

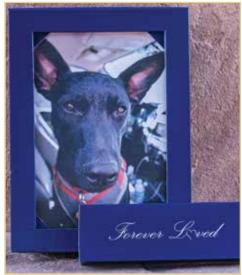
Pricing for 6"x 9" Keepsake Bags:			
Item KB10	Burgundy Keepsake Bags	\$10.95 / 10 pack	
Item KB10B	Navy Blue Keepsake Bags	\$10.95 / 10 pack	
Item KB10BR	Bronze Keepsake Bags	\$10.95 / 10 pack	
Item KB10C	Cream Keepsake Bags	\$10.95 / 10 pack	
Item KB8P	Paw Print Keepsake Bags	\$10.95 / 8 pack	

ClayPaws® Pet Memory Box

A Veterinary Wisdom® Original Product

Our ClayPaws® Pet Memory Boxes are specifically-designed to display a baked ClayPaws® print. However, using our Bake at Home Bundle (page 7), 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 Clay Paws® print. It can also be laid flat with the lid open to display a Clay Paws® print and a 4×6 photo. 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. 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 Clay Paws® prints.

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 (\$8.33 each)
Item PMB50	Pet Memory Box - BULK 50 pack	\$399.50 / BULK 50 pack (\$7.99 each)

Please Note: Only display baked, genuine Clay Paws® prints in our Pet Memory Boxes (unless being used with our Bake at Home Bundle.) Learn more at:www.veterinarywisdom.com *ClayPaws® Clay Patty not included.

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 [Item FLCCW] Glossy White Furever Loved Clippings Container | \$6.95/10 Pack

Item FLCCW50

Item FLCC

Item FLCC50

envelopes or sterile vials. Its affordable price makes it a winne
for you too! Our Clippings Containers are available in
10-packs or bulk 50-packs and ship flat for easy storage.

HONOR the BOND

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



"'When I needed a Hand, I found your Paw.' ... As technicians, and Doctors, we become attached to our patients and their owners since the day we see them for their first puppy visit. ... We form relationships with them, and want to see them improve and leave with their owners. We offer all of our clients free ClayPaws® when they present for euthanasia or when their pet has unfortunately passed away for whatever the circumstance may be. We want them to have a keepsake, something beautiful to remember their family member by. I, myself have recently been in these owners position and your ClayPaws® (print) helps me remember her daily. Thank you for making these perfectly, and keeping their family members memories alive for pet owners across the world. We have been using you all for years and will continue to do so."

Glossy White Furever Loved Clippings Container

Kraft Brown Furever Loved Clippings Container

Kraft Brown Furever Loved Clippings Container

\$29.95/50 Pack

\$6.95/10 Pack

\$29.95/50 Pack

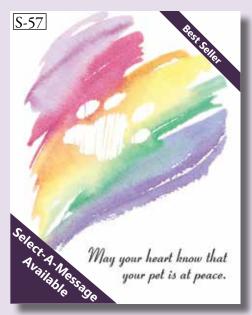
- Brittany Burrell, Western Carolina Regional Animal Hospital & Veterinary Emergency Hospital

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...



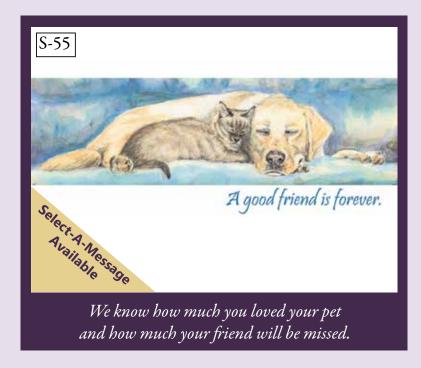
Sending our heartfelt sympathy for the loss of your companion.



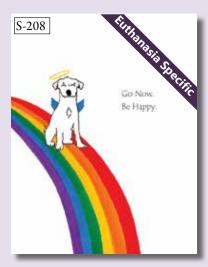
The heavens are a little brighter now.



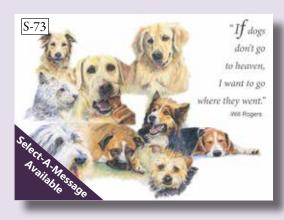
...always ends too soon. You and your pet were blessed to share the journey.



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



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



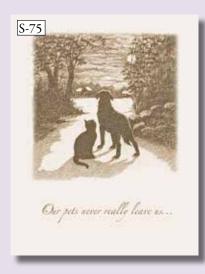
We know your dog was a special friend to you and we send our sympathy for your loss.



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

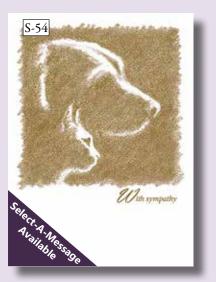


We know how much you loved your pet and how much your friend will be missed.

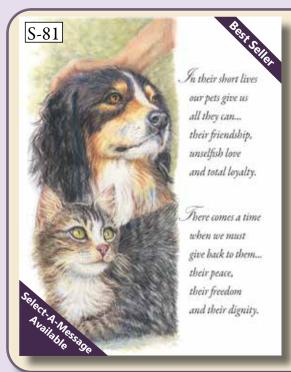


...they live on in memories of the love and devotion they gave us. You are in our thoughts.





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.

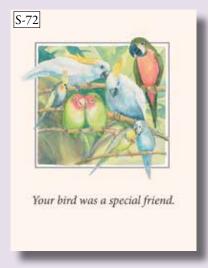
Our pets never really leave us...

...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

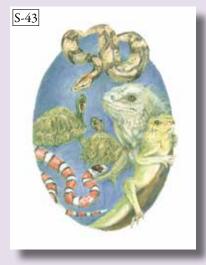


As we have shared in your bird's life we now share in your sorrow.



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...

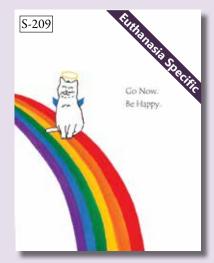
FELINE SPECIFIC



The heavens are a little brighter now.



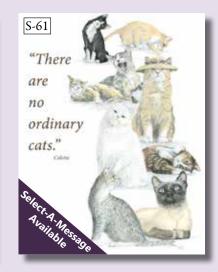
We know your cat was a special friend to you and we send our sympathy for your loss.



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!

1 - 4 packs \$ 9.00 each
5 - 9 packs \$ 8.25 each
10 - 14 packs \$ 7.75 each

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

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.

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:

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

1 - 4 packs \$ 10.00 each

5 - 9 packs \$ 9.25 each

10 - 14 packs \$ 8.75 each

15 - 24 packs \$ 8.50 each

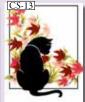
25+ packs \$ 8.25 each

Size: 4.25"x 5.5"

Sold in packs of 10 cards, 11 envelopes

Available with these card designs:













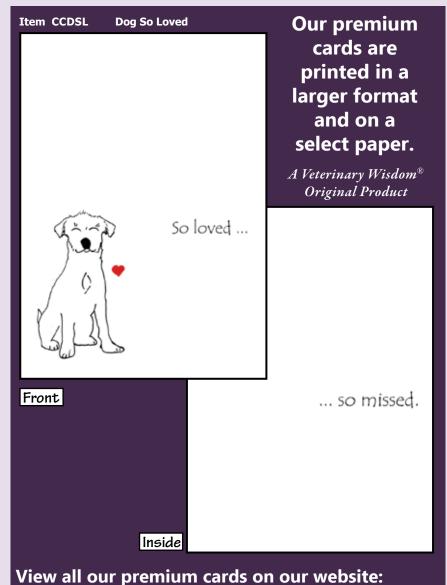






Veterinary Wisdom® Premium Pet Sympathy Cards

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.



My Family
My Cuddle Buddy
My Companion

My Confidante

Blank Inside

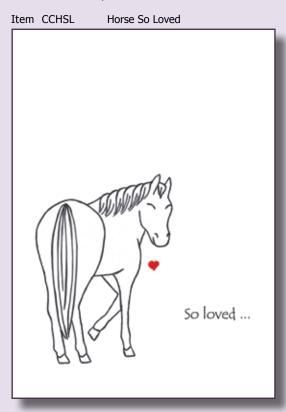
www.veterinarywisdom.com/pet-sympathy-cards

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)

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.

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. love you and your pet shared

It's so difficult to make a decision to euthanize. Remember that you made this choice from love.



is all that matters.

disease or injury took your pets life, not you suffering is never easy hoosing to end your pet's with yourself and remember that guilt speaks louder than truth

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.

В

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.

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

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 -

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 comforts pet parents to see that their pets' bodies are being treated sensitively by your veterinary or crematory staff. 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





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 \$49.50 / 12 pack
Item PS50 Pocket Paw Print Stone \$159.50 / 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

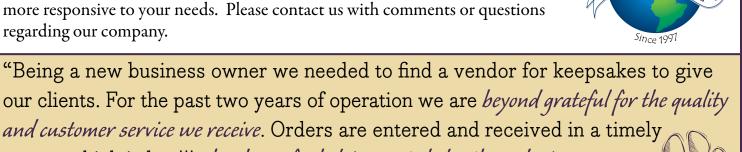
Featuring...

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



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.



orld By the Tail

matter which is key!!! Thank you for helping us to help others during our clients difficult time!"

- Glyn Richards, Green Pet Care Center

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: @Adobe Stock/sofiko14 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

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:





"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®. 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