Featuring ClayPaws® Kits

Visit us online at
www.veterinarywisdom.com
Call us toll-free at
1-888-271-8444
Veterinary Wisdom® is Not Just Our Name. It’s a Guiding Principle.

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

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

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

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

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

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

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

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

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

- Allison Fink, Pet Parent

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

- Dennis Stuart, Village Animal Clinic, North Palm Beach, FL
Don't forget, in between hello and goodbye there was love, so much love.

Capture the Love.

ClayPaws®

the Original Paw Print Kit™

A Veterinary Wisdom® Original Product

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

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

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

All of our ClayPaws® Kits include:

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

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

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

ClayPaws® Kits
Quantity Discount Pricing:

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<tr>
<th>Item</th>
<th>Description</th>
<th>1 - 9 Kits</th>
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Soft White (SPP), Terra Cotta (TPP) and Almond Shimmer (APP) Kit Pricing:

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<th>10 - 24 Kits</th>
<th>25 - 49 Kits</th>
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Go online or call for larger quantity discounts.
Original White ClayPaws® Kits

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

Terra Cotta ClayPaws® Kits

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

Soft White ClayPaws® Kits

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

Almond Shimmer ClayPaws® Kits

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

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

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

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

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

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

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

Item ENK Euthanasia Notice Kit $24.95 each

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

<table>
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<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>MARKM</td>
<td>Metallic Artist Markers</td>
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<tr>
<td>MARKB</td>
<td>Black Artist Marker</td>
<td>$3.70 each</td>
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</table>

Furever Loved Clippings Containers in Glossy White
We had several requests for this color option after launching the Kraft Brown version last year, so we listened! Thanks for sharing your ideas!

Find more information about our Clipping Containers on page 17.
**ClayPaws® Patty Pads with Circle Molds**

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

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

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

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

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<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>PP</td>
<td>Patty Pad / Maroon Circle Mold (4”)</td>
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</tr>
<tr>
<td>PPL</td>
<td>Patty Pad / Large Green Circle Mold (5.5”)</td>
<td>$5.95</td>
</tr>
<tr>
<td>PPC</td>
<td>Patty Pad / Maroon Circle Mold (4”) &amp; Large Green Circle Mold (5.5”)</td>
<td>$9.50</td>
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**ClayPaws® Patty Pads with Heart Molds**

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>PPH</td>
<td>Patty Pad / Maroon Heart Mold</td>
<td>$5.50</td>
</tr>
<tr>
<td>PPHL</td>
<td>Patty Pad / Large Green Heart Mold</td>
<td>$6.00</td>
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<tr>
<td>PPHC</td>
<td>Patty Pad / Maroon Heart Mold &amp; Large Green Heart Mold</td>
<td>$10.50</td>
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**ClayPaws® Patty Pad with Oval Mold**

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.

<table>
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<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>PPOV</td>
<td>Patty Pad / Yellow Oval Mold</td>
<td>$6.95</td>
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Baking is the Strength of ClayPaws® Prints

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

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

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

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

Take & Bake Container

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

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

**Bulk Pricing!**

<table>
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<tr>
<th>Item</th>
<th>Take &amp; Bake Container</th>
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<td>TAB</td>
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<tr>
<td>TAB50</td>
<td>Take &amp; Bake Container</td>
<td>$49.95 / 50 Pack</td>
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Lid must be removed before baking.

ClayPaws® Baking Kit

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

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

UL approved. 540 cu. in. black.

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

**Item CBO** ClayPaws® Baking Kit $69.95 each

Once baked, ClayPaws® Clay...

- preserves great paw details!
- is permanent and shatterproof!
- is made to be touched and held!
- will NOT shrink, crack or curl!
You can order any number of ClayPaws® Kits any time! But, if you're looking for a quick, easy way to get your practice set up to make paw prints, our Starter Kit is the solution!

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

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>STARTMAKW</td>
<td>Making ClayPaws® Starter Kit Original White</td>
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<td>STARTMAKT</td>
<td>Making ClayPaws® Starter Kit Terra Cotta</td>
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<td>STARTMAKS</td>
<td>Making ClayPaws® Starter Kit Soft White</td>
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<td>STARTMAKA</td>
<td>Making ClayPaws® Starter Kit Almond Shimmer</td>
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<tr>
<td>STARTMAKC</td>
<td>Making ClayPaws® Starter Kit Combo</td>
<td>$95.95</td>
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The Decorating ClayPaws® Starter Kit includes:
- 1 Decorating ClayPaws® Storage Container (15.25”x 14”x 2.25”)
- 1 Alphabet Stamp Kit
- 1 Double-Ended Stylus
- 1 Large Premium Red Heart Charms (12 pack)
- 1 Small Premium Red Heart Charms (12 pack)
- 1 Forever Loved Gold Ribbon (12 pack)
- 12 Keepsake Bags: 3 each of Burgundy, Navy Blue, Bronze & Paw Print
- 1 Packet of Instructional Inserts for the products included

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<th>Item</th>
<th>Description</th>
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<tr>
<td>STARTDEC</td>
<td>Decorating ClayPaws® Starter Kit</td>
<td>$69.95</td>
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The Decorating ClayPaws® Storage Container is also available as a separate item. Please visit www.veterinarywisdom.com for more details.
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.

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

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<td>CHCS</td>
<td>Bulk Small Ceramic Red Heart Charms</td>
<td>$29.50 / 50 Pack</td>
<td>CHCL</td>
<td>Bulk Large Ceramic Red Heart Charms</td>
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Also available in bulk 50-packs!

Rainbow Bridge Accessory Kit

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

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

Rainbow Bridge Accessory Kit

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

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

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

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

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

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<td>Garnet</td>
<td>Eternal Love</td>
<td>January</td>
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<tr>
<td>BCFEB</td>
<td>Amethyst</td>
<td>Peaceful Healing</td>
<td>February</td>
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<td>BCMAR</td>
<td>Aquamarine</td>
<td>Soothing Support</td>
<td>March</td>
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<td>BCAPR</td>
<td>Diamond</td>
<td>Loyalty</td>
<td>April</td>
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<td>BCMAY</td>
<td>Emerald</td>
<td>Unconditional Love</td>
<td>May</td>
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<td>BCJUN</td>
<td>Alexandrite</td>
<td>Comfort &amp; Joy</td>
<td>June</td>
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<tr>
<td>BCJUL</td>
<td>Ruby</td>
<td>Heartfelt Love</td>
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<td>BCAUG</td>
<td>Peridot</td>
<td>Well-being</td>
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<td>BCSEP</td>
<td>Sapphire</td>
<td>Strength &amp; Wisdom</td>
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<td>Opal</td>
<td>Enjoyment of Life</td>
<td>October</td>
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<tr>
<td>BCNOV</td>
<td>Citrine</td>
<td>Renewal</td>
<td>November</td>
</tr>
<tr>
<td>BCDEC</td>
<td>Turquoise</td>
<td>Protection</td>
<td>December</td>
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Each individual gemstone can be purchased separately in packs of six (6) for $6.95.
Decorative Ribbon

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

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

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

ClayPaws® Tags

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

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

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item TAG1-4</td>
<td>1-4 Sheets of Eight Tags</td>
<td>$7.95 per sheet</td>
</tr>
<tr>
<td>Item TAG5-9</td>
<td>5-9 Sheets of Eight Tags</td>
<td>$7.25 per sheet</td>
</tr>
<tr>
<td>Item TAG10-14</td>
<td>10-14 Sheets of Eight Tags</td>
<td>$6.50 per sheet</td>
</tr>
<tr>
<td>Item TAG15-24</td>
<td>15-24 Sheets of Eight Tags</td>
<td>$5.75 per sheet</td>
</tr>
<tr>
<td>Item TAG25+</td>
<td>25+ Sheets of Eight Tags</td>
<td>$4.95 per sheet</td>
</tr>
</tbody>
</table>
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.

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

**Writing Tools Storage Container**

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

Dimensions are 7” x 4” x 1.5”.

**Writing tools not included.**
So Loved Stamp

*A Veterinary Wisdom® Original Product*

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

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSL</td>
<td>So Loved Stamp</td>
<td>$3.95 each</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>FGL</td>
<td>Finishing Glaze</td>
<td>$5.95 each</td>
</tr>
<tr>
<td>FGL3</td>
<td>Finishing Glaze - Carton of 3 Bottles</td>
<td>$14.00 each</td>
</tr>
<tr>
<td>FGLB</td>
<td>Finishing Glaze Brushes</td>
<td>$7.95 / 3 pack</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BNB</td>
<td>Bake and Bond</td>
<td>$6.95 each</td>
</tr>
</tbody>
</table>

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

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

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

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

Pricing for 6” x 9” Keepsake Bags:

<table>
<thead>
<tr>
<th>Item</th>
<th>Color</th>
<th>Price</th>
<th>Pack Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>KB10</td>
<td>Burgundy</td>
<td>$9.95</td>
<td>10 pack</td>
</tr>
<tr>
<td>KB10B</td>
<td>Navy Blue</td>
<td>$9.95</td>
<td>10 pack</td>
</tr>
<tr>
<td>KB10BR</td>
<td>Bronze</td>
<td>$9.95</td>
<td>10 pack</td>
</tr>
<tr>
<td>KB10C</td>
<td>Cream</td>
<td>$9.95</td>
<td>10 pack</td>
</tr>
<tr>
<td>KB8P</td>
<td>Paw Print</td>
<td>$9.95</td>
<td>8 pack</td>
</tr>
</tbody>
</table>

Pricing for 8” x 12” Keepsake Bags:

<table>
<thead>
<tr>
<th>Item</th>
<th>Color</th>
<th>Price</th>
<th>Pack Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBLBB</td>
<td>Large Navy Blue</td>
<td>$9.95</td>
<td>8 pack</td>
</tr>
<tr>
<td>KBL8B</td>
<td>Large Navy Blue</td>
<td>$9.95</td>
<td>8 pack</td>
</tr>
<tr>
<td>KBL8C</td>
<td>Large Cream</td>
<td>$9.95</td>
<td>8 pack</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>EGWIRE</td>
<td>Gold Wire Easel</td>
<td>$2.15 each</td>
</tr>
<tr>
<td>EGLG</td>
<td>Large Gold Easel</td>
<td>$2.60 each</td>
</tr>
<tr>
<td>EASM</td>
<td>Acrylic Folding Easel</td>
<td>$2.15 each</td>
</tr>
<tr>
<td>EWFSM</td>
<td>Wood Folding Easel</td>
<td>$2.95 each</td>
</tr>
<tr>
<td>EBRB</td>
<td>Bronze Metal Bamboo Easel</td>
<td>$6.45 each</td>
</tr>
<tr>
<td>EBLB</td>
<td>Black Metal Bamboo Easel</td>
<td>$6.45 each</td>
</tr>
<tr>
<td>EBRC</td>
<td>Bronze Metal Curls Easel</td>
<td>$7.95 each</td>
</tr>
<tr>
<td>EBLC</td>
<td>Black Metal Curls Easel</td>
<td>$7.95 each</td>
</tr>
</tbody>
</table>

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

Display Easels

Acrylic Display Container

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADC</td>
<td>Acrylic Display Container</td>
<td>$15.95 each</td>
</tr>
</tbody>
</table>
Furever Loved Clippings Container

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

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

Select-A-Message Pet Sympathy Card Pricing:

<table>
<thead>
<tr>
<th>Pack Size</th>
<th>Price per Pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 4</td>
<td>$10.00 each</td>
</tr>
<tr>
<td>5 - 9</td>
<td>$9.25 each</td>
</tr>
<tr>
<td>10 - 14</td>
<td>$8.75 each</td>
</tr>
<tr>
<td>15 - 24</td>
<td>$8.50 each</td>
</tr>
<tr>
<td>25+</td>
<td>$8.25 each</td>
</tr>
</tbody>
</table>

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

Size: 4.25”x 5.5”

Sold in packs of 10 cards, 11 envelopes

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.
Veterinary Wisdom® Fixed-Message Pet Sympathy Cards...

S-206

The light of your pet’s memory shines like the stars.

The heavens are a little brighter now.

S-207

The light of your pet’s memory shines like the stars.

The heavens are a little brighter now.

S-208

Go Now.
Be Happy.

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

S-209

Go Now.
Be Happy.

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

See card pricing on page 23. Many more designs available on our website at www.veterinarywisdom.com
Euthanasia Specific

In their short lives our pets give us all they can... their friendship, unselfish love, and total loyalty.

There comes a time when we must give back to them... their freedom, their peace and their dignity.

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

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

May memories of life with your dog bring you peace.

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

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

S-37
Euthanasia specific

In their short lives our pets give us all they can... their friendship, unselfish love, and total loyalty.

There comes a time when we must give back to them... their freedom, their peace and their dignity.

May memories of life with your dog bring you peace.

S-73

If dogs don't go to heaven, I want to go where they went.
— Walt Figgens

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

S-75

Our pets never really leave us...

S-54

We know your dog was a special friend to you.

May memories of life with your dog bring you peace.

S-205

We know your dog is always in your heart.

Custom Signatures and Return Addresses are NOW AVAILABLE!

Select-A-Message Available

S-37
Euthanasia specific

S-73

Select-A-Message Available

S-75

Select-A-Message Available

S-54

Select-A-Message Available

S-205

Select-A-Message Available

May memories of life with your dog bring you peace.

S-37

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

S-52

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

S-81

“I love this card (S81). It says everything you would want to tell a client at such an emotional time.”

Salem Veterinary Hospital,
Virginia Beach, VA

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

www.veterinarywisdom.com 1-888-271-8444

Best Seller

We know your dog was a special friend to you.

We know your pet was a special friend to you.

We hope, as time passes, the sadness will fade and the happy memories will linger.

S-81

We know how much you loved your pet and how much your friend will be missed.
Samples of our Fixed-Message Pet Sympathy Cards...

S-200

The path we walk with our pets...

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

S-95

Sometimes our lives are touched by gentle friends who only stay for a while...

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

S-57

Select-A-Message Available

May your heart know that your pet is at peace.

Sending our heartfelt sympathy for the loss of your companion.

S-55

Select-A-Message Available

A good friend is forever.

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

S-12

Select-A-Message Available

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

See card pricing on page 23. Many more designs available on our website at www.veterinarywisdom.com
Every cat has its own character, its own personality, and its own place in our hearts. We know your cat was special to you and we send our sympathy for your loss.

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

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.

Our pets never really leave us...

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

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

...yet remain forever in our hearts. We hope it comforts you to know your cat is at peace.
Samples of our Fixed-Message Pet Sympathy Cards...

**APPROPRIATE FOR ANY PET BUSINESS...**

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

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

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

---

**Exotics**

- As we have shared in your bird's life we now share in your sorrow.
- Every pet has its own character, its own personality, and its own place in our hearts. May your heart know that your pet is at peace.
- We know your pet was a special friend, and we offer our sincere sympathy in your loss.

---

**Veterinary Wisdom® Fixed-Message Pet Sympathy Card Pricing**

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

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

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

- and -

**Custom Signatures and Return Addresses are NOW AVAILABLE!**

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

Custom Signature of up to 4 lines available for $20.00.
Return Address on Envelopes available for only $15.00.
Veterinary Wisdom® Premium Pet Sympathy Cards

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

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

A Veterinary Wisdom® Original Product

So loved ...

... so missed.

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

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

Thank you for including us in your pet’s circle of care. You have friends and support here with us.
Our “mini-handouts” are filled with just the right amount of helpful information about pet loss. Topics covered include:

Rainbow Bridge  General Grief  Kids and Grief  Guilt and Euthanasia  Memorials
(EER)  (EEG)  (EEK)  (EEE)  (EEM)

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

Our Educational Enclosures fit inside all of our Pet Sympathy Cards! View all of our enclosures at www.veterinarywisdom.com.

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

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. Hanard St., Ste 5, Fort Collins, CO 80525
1-888-271-8444 • Fax 970-223-1226
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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®:

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCEXI</td>
<td>Individual Extra Small Euthabag® (animals &lt;2 lbs)</td>
<td>$4.40/each</td>
</tr>
<tr>
<td>BCESI</td>
<td>Individual Small Euthabag® (animals 2-15 lbs)</td>
<td>$5.30/each</td>
</tr>
<tr>
<td>BCEMI</td>
<td>Individual Medium Euthabag® (animals 15-30 lbs)</td>
<td>$9.75/each</td>
</tr>
<tr>
<td>BCELLI</td>
<td>Individual Large Euthabag® (animals 30-75 lbs)</td>
<td>$12.50/each</td>
</tr>
<tr>
<td>BCEXLI</td>
<td>Individual Extra Large Euthabag® (animals 75-190 lbs)</td>
<td>$16.80/each</td>
</tr>
</tbody>
</table>

Pricing for Euthabag® Packs:

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCEXS</td>
<td>Extra Small Euthabag® Pack of 5</td>
<td>$22.00/5 pack</td>
</tr>
<tr>
<td>BCES</td>
<td>Small Euthabag® Pack of 20</td>
<td>$106.00/20 pack</td>
</tr>
<tr>
<td>BCEM</td>
<td>Medium Euthabag® Pack of 8</td>
<td>$78.00/8 pack</td>
</tr>
<tr>
<td>BCEL</td>
<td>Large Euthabag® Pack of 8</td>
<td>$100.00/8 pack</td>
</tr>
<tr>
<td>BCEXL</td>
<td>Extra Large Euthabag® Pack of 5</td>
<td>$84.00/5 pack</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PS12</td>
<td>Pocket Paw Print Stone</td>
<td>$25.50 /12 pack</td>
</tr>
<tr>
<td>PS50</td>
<td>Pocket Paw Print Stone</td>
<td>$89.50 /50 pack</td>
</tr>
</tbody>
</table>

Paw Print Urns

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>URNXSPP</td>
<td>Extra Small Paw Print Urn</td>
<td>$36.00/each</td>
</tr>
<tr>
<td>URNSPP</td>
<td>Small Paw Print Urn</td>
<td>$42.00/each</td>
</tr>
<tr>
<td>URMMP</td>
<td>Medium Paw Print Urn</td>
<td>$48.00/each</td>
</tr>
<tr>
<td>URNLPP</td>
<td>Large Paw Print Urn</td>
<td>$59.00/each</td>
</tr>
</tbody>
</table>

4.25” Extra Small Urn (for cremains of animals up to 15 lbs.)
6” Small Urn (for cremains of animals up to 30 lbs.)
7.5” Medium Urn (for cremains of animals up to 70 lbs.)
8.75” Large Urn (for cremains of animals up to 120 lbs.)
Customer Satisfaction is Our #1 Priority

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

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

Contact Us at www.veterinarywisdom.com or at:

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

Telephone: Toll-free: 1-888-271-8444
Local: 970-223-5753
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Since 1997

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Cover Photo: Tim O'Hara

Please note: our products are photographed outside in natural light but we do not recommend ClayPaws® prints be left outside as they are not weather resistant.
Considering using ClayPaws® Kits in your veterinary clinic or pet crematory?

Call us toll-free at 1-888-271-8444
email us at info@wbtt.com
or visit our website at www.veterinarywisdom.com
to request a free ClayPaws® Sample Kit.

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

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