

BECAUSE FAMILIES DO CARE

The importance of how a pet's body is
handled after death

A survey of 100 American pet owners, July 2019.



EUTHABAG[®]

Depart with dignity.

euthabag.com

MYTH #1

Pet owners **don't care** about the kind of bags used to dispose of their pet's body.

REALITY: 86% of pet owners prefer their pet's body is placed in an adapted pet body bag rather than in a plastic bag.

MYTH #2

Pet owners are not **willing to pay** for a specifically adapted pet body bag

REALITY: 82% would **pay** for their pet to be placed in a body bag.

25% would pay up to \$10

57% would pay more than \$10 and of those 57%,

18% would pay almost anything

The average cost of a Euthabag is \$8

MYTH #3

Using plastic bags instead of a body bag won't impact a **client's opinion**.

REALITY: 39% say it would negatively affect their perception of the clinics standard of care.

EUTHABAG: THE NEW STANDARD OF CARE

Patients and veterinary teams deserve to use a professional and dignified body bag.

Endorsed by Dr. Kathleen Cooney, founder of the Companion Animal Euthanasia Training Academy (CAETA) and a key opinion leader in end-of life care.

Now in **18** countries

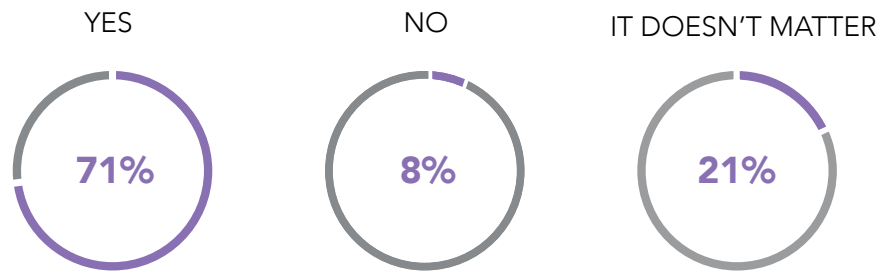
Used in **9** veterinary schools

Thousands of practices feel better treating pets like their own.

"All my patients deserve this respect; my employees too."

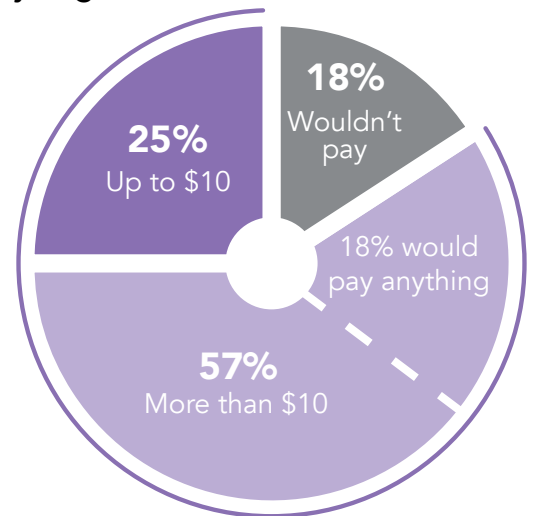
— M-C.L., DVM

Would you prefer that your pet's body is placed in a professional/designated pet body bag instead of a plastic garbage-like bag?



What would you be willing to pay to have your pet's body placed in a respectful body bag?

82%
WANT TO PAY
FOR A BODY BAG



What would be your opinion of a veterinary practice that uses plastic bags to place your pets deceased body in?



«It would have a negative impact on my perception of their standard of care»

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