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.
**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.

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**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

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**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.

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**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

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

- **YES:** 71%
- **NO:** 8%
- **IT DOESN’T MATTER:** 21%

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

- 25% Would pay up to $10
- 18% Would pay anything
- 57% More than $10

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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