



A Heartfelt Message From Vivianne Villanueva, Owner

Raising and caring for animals has been a life-long passion of mine. As an only child I often looked to my pets as my "surrogate" brothers and sisters. I grew up with dogs, ducks, rabbits, sheep and a variety of other animals. By far, my favorite pet has been "Bega", a black sheep that thought she was a dog.

Having pets has taught me many life lessons and one of the most difficult has been how to cope with their loss. I learned at a very young age that pets are integral parts of the family unit and the pain we feel when we lose them is real and justifiable. My experience working for a large veterinary reference laboratory taught me the importance of providing exceptional service and going the extra mile for my clients. I am married to a veterinarian, and I actively teach my son how to respect and care for animals, and to understand their importance in our lives.

Peaceful Paws was started due to a negative experience with my own pet. My goal was to have other people avoid the difficult situation I found myself in.

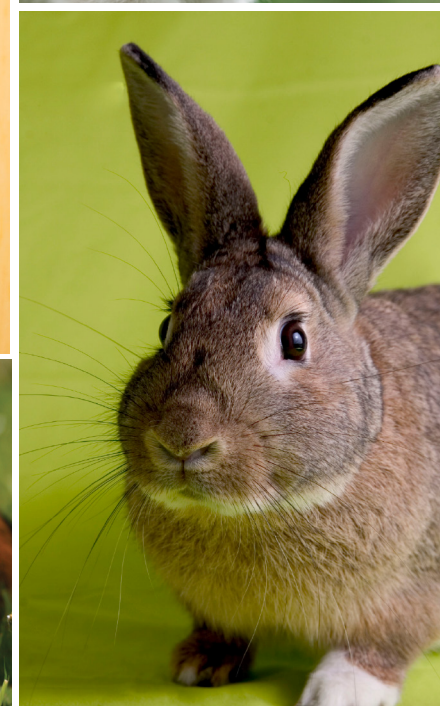
Honesty is ALWAYS our best policy. Our reputation is the very foundation that keeps Peaceful Paws together. I am committed in providing you with a dignified, respectful and ethical farewell for your pet. You have my personal assurance that every pet in my care is treated as if it were my own.

The grieving process is as unique to an individual as fingerprints or DNA. Each one of us has our own way of dealing with loss and we are more than happy to assist you throughout the entire process.

Warmest Regards,

Vivianne
Vivianne Villanueva, Owner

Why Peaceful Paws? Because We Care.



Peaceful Paws is a family-owned pet crematory providing a dignified farewell to the beloved family pet. We operate on a foundation of ethics, compassion and respect for individual pet parents as well as the veterinary community as a whole.



Mailing Address:

1042 N. El Camino Real • Suite B205 • Encinitas • California 92024

office: 951.245.9154 • fax: 951.245.9267

Hours:

Monday – Friday 9am to 5pm

Weekends: Drop Off by Appointment Only

www.PeacefulPawsPet.com

Remember. Memorialize. Honor.



Mission Statement

Founded in 2005, **Peaceful Paws** is a family-owned pet crematory providing a dignified farewell to the beloved family pet. We operate on a foundation of ethics, compassion and respect for individual pet parents, as well as the veterinary community as a whole. We care about our community, and as a tribute to your pet, a percentage of our proceeds is donated to animal health and welfare organizations.

Why Peaceful Paws

We wholeheartedly believe that pets are members of the family. Grieving their loss is no different from grieving the loss of our human friends and family. Understanding this, we treat each and every pet in our care with the highest level of compassion, dignity and respect. We know that pet parents want what is best for their pets and we are here to guide you through this difficult process. We are always available to answer any questions and customize your particular farewell. The grieving process is unique to each and every one of us and we are happy to accommodate most special requests.

Our facility is located in Lake Elsinore, California, in close proximity to Interstate 15. We currently service San Diego, Riverside, Orange, Los Angeles and San Bernadino Counties.

We maintain an open door policy and are pleased to provide you with a tour upon request.

What is Cremation?

Cremation is a process by which the body is reduced to its basic elements using extreme heat within a cremation chamber. All organic matter is consumed by heat or evaporation. The remaining bone fragments are referred to as "cremated remains". These "cremated remains" are then carefully removed from the cremation chamber for scattering or returning to the pet parents.

Why "Cremated Remains" Instead of Ashes?

Utilizing the term "ashes" does not correctly describe the final product after cremation. During the cremation process, the ambient temperature of the cremation chamber averages 1700 degrees Fahrenheit. What we are left with are bone fragments or "cremated remains". The remaining bone fragments are then processed to create a finer material similar in consistency to sand. The cremated remains may contain various shades of gray. In addition, green, blue, red and yellow organic particles may be visible in the cremated remains.

Can I Witness the Cremation?

Absolutely. We believe in complete access and maintain an open door policy. You may request a visitation before the cremation or witness the actual cremation for additional peace of mind.

How Can I Be Sure I am Receiving My Pet's Cremated Remains?

We have implemented many checks and balances to ensure accuracy during every moment your pet is in our care. A unique identification number accompanies your pet every step of the way, and written logs and signatures are required before the next step is taken. We abide by strict policies and procedures. Further, we are members of a number of organizations that govern our standards and ethics. These organizations include the Pet Loss Professional Alliance (PLPA), International Cemetery, Crematory and Funeral Association (ICCFCA), International Association of Pet Cemeteries and Crematories (IAOPCC), Cremation Association of North America (CANA) and the Better Business Bureau. We are also monitored and permitted by South Coast Air Quality Management District (SCAQMD) to ensure that our operations comply with all environmental standards.

What Happens to Communal Cremated Remains?

We partner with a veterinary-specific company that scatters the "cremated remains" off the coast of San Diego. Should this option be chosen, you can be assured that your pet is receiving a dignified farewell at sea.

Can Toys, Blankets or Other Items Be Cremated With My Pet?

We abide by strict environmental standards and are closely monitored by regulatory agencies regarding our emissions. Because of this, we do not allow plastic toys, balls, etc. to be cremated with your pet. We will allow small swatches of beds or blankets made of natural fibers to be cremated with your pet.

Do You Offer a "Split Cremation" Option?

Yes. Your pet will be cremated per our usual protocols and you will receive duplicate urns, paw prints, engraved tags and certificates. This option is frequently requested for families, siblings, or co-owners of the pet. Additional fees do apply. Please contact us for further information.

Paw Print Information

The paw printing process is quite labor intensive. Typically, we use the front paws to make the impression. A special type of clay is used and kneaded to the desired consistency. Once the impression is made, the paw print is heated in an oven, allowed to cool before being sanded and painted. Many factors influence the outcome of the paw print. Ambient and clay temperatures are just a couple of the components that impact the quality of the impression. In addition, we do not trim the fur or nails from the paw. We feel that is part of the pet's print and we do not want to compromise its integrity.