



Caring WisdomTM

Compassionate Tools for Bereavement Care



featuring

ClayLinksTM

the forever handprint kit



www.caringwisdom.com

1-800-248-2820



Laurel Lagoni and Debby Morehead
Bryn Frisina and Lora Kerr



Bereavement products for...

Veterinary Care Providers:

www.veterinarywisdom.com

Human Healthcare Providers:

www.caringwisdom.com

CaringWisdom™ products are brought to you by our parent company World by the Tail, Inc.



Many of our company's products are hand assembled by workers with developmental disabilities at Foothills Gateway, Inc. in Fort Collins, Colorado. These dedicated individuals earn a living by producing quality work for local businesses like World by the Tail, Inc.

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Prices are subject to change without notice.

Welcome to Our 2016 Catalog!

Handprint mementos, with their personal, intimate markings, create uniquely treasured links to the memories families share. We created ClayLinks™ Kits as an *easy, affordable* way for bereavement professionals, like you, to make customized, keepsake handprints of loved ones who have died. For grieving families, the experience of gathering together with you to make a handprint, or to simply hold their loved one's finished print, lends a healing touch to a difficult time.

We have a long history of perfecting our clay print-making system. We started our company twenty years ago in the veterinary medical field, providing veterinary clinics and pet crematories with our signature product, ClayPaws® the original paw print kit™. Today, ClayPaws® Kits are used in thousands of veterinary clinics throughout the world, providing pet parents with forever keepsakes of their beloved pets.

We've spent the last 20 years listening to the needs and suggestions of our ClayPaws® customers. The result is a *simple, efficient print-making system perfectly suited for use in clinical and business environments*.

Each component we've developed -- our proprietary clay formula, custom-designed modeling tools, handmade decorative accessories and streamlined product packaging -- work together so you can quickly and conveniently produce detailed, high-quality prints at an affordable cost. The resulting keepsake prints are permanent and will not shrink, curl up along the edges or deteriorate over time.

Our proven track record of predictability and success ensures that our print-making system will work for you. Learn more about our ClayLinks™ Kits on page 3!

If you're a new bereavement professional customer, please call us toll-free at 1-800-248-2820 to request a free sample!

We look forward to working with you!



"ClayLinks™ Kits are receiving HIGH praise from staff and families. We have had nothing but positive responses. The staff have been very proud of their finished products and proud to present them to the families they have grown so close to. This has NOT always been the case with other products we've used. Thank you!"

-- Pam Muncaster-Ney, RNC, BA, BSN, Staff Nurse II, Perinatal-Child Loss Bereavement Support Team Coord. & Committee Chair, Poudre Valley Hospital, University of Colorado North, Fort Collins, CO – Magnet Hospital for Nursing Excellence

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.

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twitter.com/caringwisdom



A+ Rating

Our Five Step Print-Making System

Our non-toxic modeling compound is a special formula produced just for us. Each kit is measured to work perfectly with our print-making tools and accessories. The ClayLinks™ system allows you to produce high-quality keepsakes at an affordable cost in less than 30 minutes. Simply knead the clay, make the print, decorate, and bake. See all of the print-making tools and accessories shown below at www.caringwisdom.com



1. Prepare the Clay

Knead the patty
Roll into a ball

See page 4



2. Make the Impression

Use Patty Pad and Mold to reshape clay patty
Make impression of hand or foot

See page 5



3. Add Decorations

Press stamps and
charms into clay

See pages 8-11



4. Bake

Bake for 18-20 minutes at 275°F

See page 10



5. Finish for Presentation

Use glaze, ribbons, and decorative bags

See pages 10-11

ClayLinks™ Kits are a convenient way to make lasting keepsake prints of a loved one's hand or foot.



Caring for grieving families takes more than knowledge and skill. It takes wisdom. The kind of wisdom that comes from experience.

Experienced bereavement professionals, like you, know that special mementos, called linking objects, help grieving families remain deeply connected with loved ones who have died. ClayLinks™ Kits provide an easy, affordable way for you to create this kind of special memento. Gather family members together and help them make and decorate prints. Or, if they prefer, create handprints for them. Either option creates a deeply healing experience in the midst of a very difficult time.

When you use our ClayLinks™ print-making system, families don't leave your hospital, crematory, or funeral care business empty handed. Instead, they leave with a treasured keepsake, feeling forever connected to their loved one and to the compassionate care they received from you.

Your ClayLinks™ Kit includes:

- One clay patty made from our proprietary soft white modeling compound.
- One 6" x 9" plastic storage bag that can be used as a take home container for the finished print.
- An instructional insert, with tips on print making, baking and decorating, as well as customer service contact information.

Quantity discount pricing:

Item	CWSP0001	1 - 4 Kits	\$6.20 ea.
Item	CWSP0005	5 - 24 Kits	\$5.90 ea.
Item	CWSP0025	25 - 49 Kits	\$5.60 ea.
Item	CWSP0050	50 - 99 Kits	\$5.20 ea.
Item	CWSP0100	100 - 499 Kits	\$4.75 ea.
Item	CWSP0500	500 - 999 Kits	\$4.40 ea.

Call for higher quantity discounts.

ClayLinks™ Kits are made in the USA.

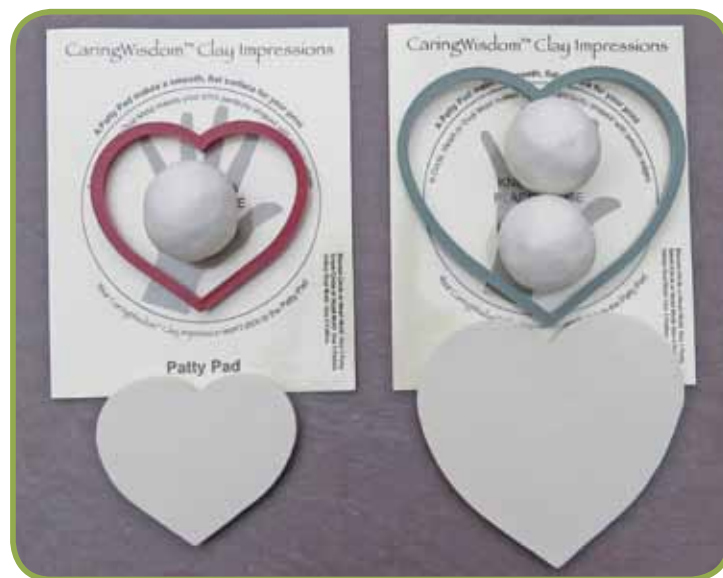
"CaringWisdom's™ ClayLinks™ prints are a fresh idea in funeral service. The process of helping a family create an impression of a loved one's hand is a healing experience, resulting in a one of a kind, lasting and meaningful memento to be kept forever. In this era of increasingly private funeral ceremonies, or even non-existent ceremonies, a family's participation in the creation of this memento is especially heartfelt and important. And, as an added plus, our companioning a family and assisting in this hands-on process has also been very fulfilling to our staff."

-- Chris Goes, Goes Funeral Care & Crematory, Fort Collins, Colorado

Looking for a smooth, clean surface where you can make your ClayLinks™ prints? Clipboards and countertops work well, but our laminated Patty Pad works even better! Simply lay the Patty Pad flat on a clipboard, counter top or table and you'll have the perfect surface for print making. Knead the clay, place it between the covers of the Patty Pad and press. Wipe clean and use again.

Use the Circle or Oval Molds to make your patties into perfect shapes. Use the Maroon Circle Mold (4") with one clay patty, the Green Large Circle Mold (5.5") with two patties, the Yellow Oval Mold (6" x 8") with three patties or the Blue Large Oval Mold (7" x 9") with four patties to make larger prints.

Use the Heart Mold to shape our modeling compound into a perfect heart. Our Heart Molds work the same way our Circle Molds work, giving you a quick and easy perfect heart shape. Use the Maroon Heart Mold (4 3/8" wide by 3 3/8" tall) with one clay patty for most prints or the Green Large Heart Mold (6" wide by 5" tall) with two clay patties for larger prints.



The Yellow Oval Mold (requires three patties) and the Blue Large Oval Mold (requires four patties, not pictured) can be used to make average size adult handprints and still leave room for decorating.



ClayLinks™ Prints Patty Pads and Molds are made in the USA.

Pricing:

Item	CWPP	Patty Pad / Circle Mold	\$4.95 ea.
Item	CWPPL	Patty Pad / Lrg Circle Mold	\$5.95 ea.
Item	CWPPH	Patty Pad / Heart Mold	\$5.50 ea.
Item	CWPPHL	Patty Pad / Lrg Heart Mold	\$6.00 ea.

Item	CWPPOV	Patty Pad / Oval Mold	\$6.95 ea.
Item	CWPPOVL	Patty Pad / Large Oval Mold	\$8.95 ea.
Item	CWPPC	Patty Pad / Circle Mold & Lrg Circle Mold	\$9.50 ea.
Item	CWPPHC	Patty Pad / Heart Mold & Lrg Heart Mold	\$10.50 ea.
Item	CWPPOVC	Patty Pad / Oval Mold & Lrg Oval Mold	\$12.95 ea.

Making ClayLinks™ Prints Starter Kit

You can order any number of ClayLinks™ Kits, but, if you're looking for a quick, easy way to get set up to make clay prints, our Starter Kit is the solution!

The Making ClayLinks™ Prints Starter Kit includes everything you need to make 12 beautifully decorated ClayLinks™ prints. And the ArtBin® Storage Container keeps it all organized in one, convenient place! Once you get going, each storage container can hold 40 - 50 ClayLinks™ Kits, depending on how they are packed.

The Making ClayLinks™ Prints Starter Kit includes:

- 1 Making ClayLinks™ Prints Storage Container (15.25" x 14" x 6.35")
- 12 ClayLinks™ Kits
- 1 ClayLinks™ Prints Patty Pad with Circle Mold & Large Circle Mold
- 1 ClayLinks™ Prints Patty Pad with Oval Mold
- 1 ClayLinks™ Demo Print

Item CWSTARTMAKS Making ClayLinks™ Prints Starter Kit
\$95.95 each



"When a baby died after several weeks in the NICU, I told the charge nurse that I would help the parents make a handprint. Several of the other nurses asked if they could join us and help with the print-making process. They felt that, after caring for this baby for so long, being part of this experience would be healing for them, too. This is a beautiful way to honor a tiny soul who passes all too soon."

-- Betsy Strafach, Executive Director
3Hopeful Hearts Bereavement Support

"Our NICU staff is so grateful for your ClayLinks™ Kits. The tiny foot and handprints we make for families who lose a precious child offer more comfort than you can imagine. And making these keepsakes takes very little of our time. Thank you for letting us know about your clay and all of your heartfelt decorations!"

-- Kelly Housel, BSN, RNC-MNN, CLC, Nurse Navigator, Women & Family Department, Poudre Valley Hospital: University of Colorado North in Fort Collins, CO - Magnet Hospital for Nursing Excellence

Decorating ClayLinks™ Prints Starter Kit

You can order all of our decorative items for ClayLinks™ Kits separately, but, if you're looking for a quick, easy way to get set up to decorate prints, our Starter Kit is the solution!

The Decorating ClayLinks™ Prints Starter Kit includes everything you need to embellish 12 prints. And the ArtBin® Storage Container keeps it all organized in one, convenient place. Each container has eight fixed compartments and comes with 20 dividers so you can customize according to your needs.

The Decorating ClayLinks™ Prints Starter Kit includes:

- 1 Decorating ClayLinks™ Prints Storage Container (15.25" x 14" x 2")
- 1 Alphabet Stamp Kit
- 1 Double Ended Stylus
- 1 Large Red Heart Charms (12 Pack)
- 1 Small Red Heart Charms (12 pack)
- 1 "Forever Loved" Gold Ribbon (12 pack)
- 1 Keepsake Bags (12 pack) - 3 each of Burgundy, Blue, Bronze and Large Blue
- 1 Pack of Instructional Inserts for products included.

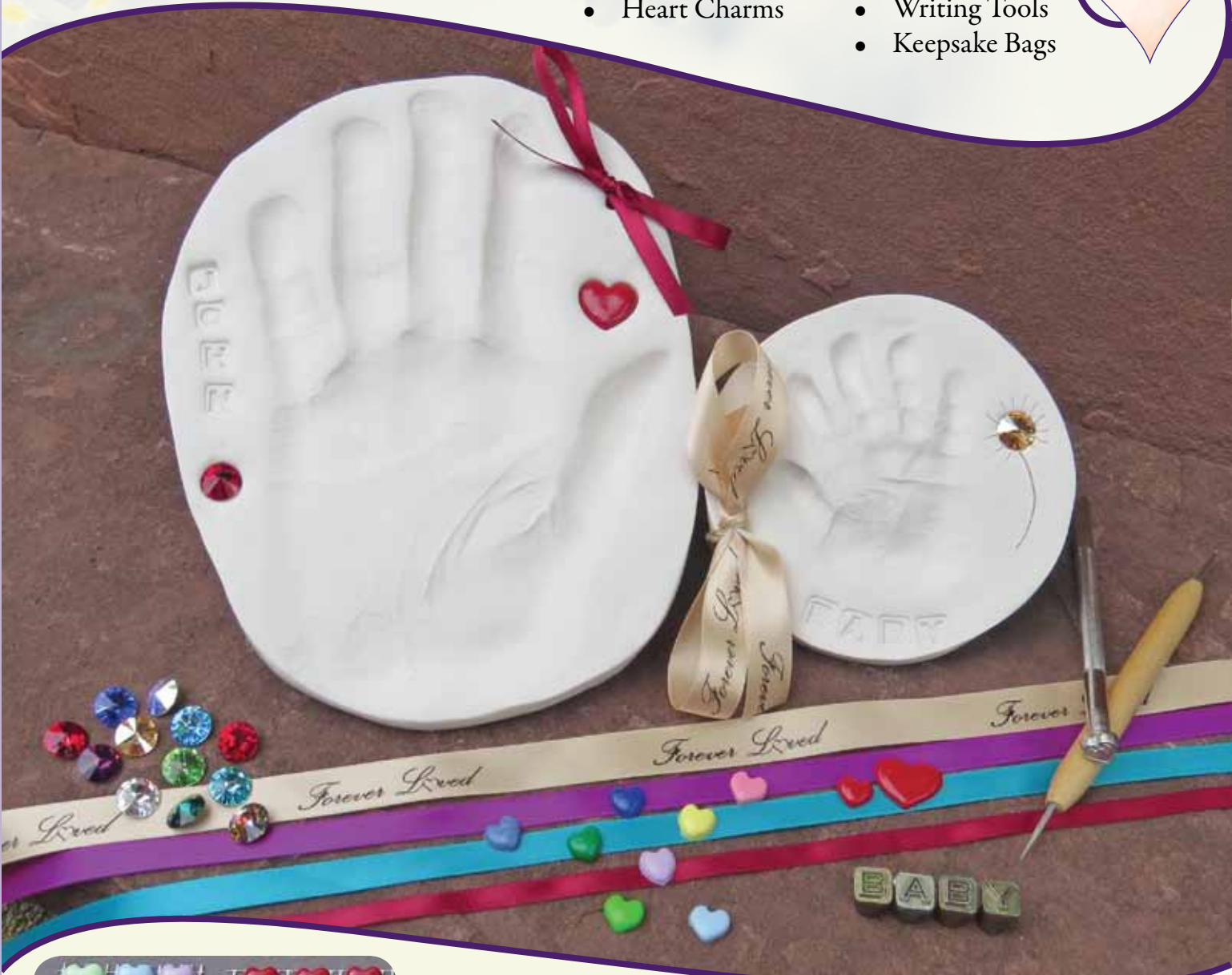


Item CWSTARTDEC Decorating ClayLinks™ Prints Starter Kit \$67.95 each

Personalize your ClayLinks™ Prints

If you want to personalize your ClayLinks™ Prints, you can use our accessories to decorate. Each accessory is carefully chosen to work with our clay formula and print-making system.

- Birthstone Charms
- Heart Charms
- Ribbon
- Writing Tools
- Keepsake Bags



Heart Charms



Use Heart Charms to decorate and add color to your ClayLinks™ prints. Each Heart Charm is handmade at World by the Tail, Inc., so we know they will withstand the oven temperatures required for baking.

Item	CWHCAS	Small Assorted Color Heart Charms	\$10.50 / 12 Pack
Item	CWHCS	Small Red Heart Charms	\$8.95 / 12 Pack
Item	CWHCL	Large Red Heart Charms	\$9.25 / 12 Pack
Item	CWHCM	Mixed Size Red Heart Charms	\$9.25 / 12 Pack

A CaringWisdom™ Original Product
Heart Charms are made in the USA.

Birthstone Charms

Customize a loved one's hand or foot print with our Birthstone Charms. Each month is represented by a high-quality 12mm Swarovski® crystal rivoli that is easily pushed into our clay BEFORE baking. Use one charm as a birthstone or cluster several charms together to make a colorful design.



Each individual Birthstone can be purchased separately in packs of six (6).

Item CWBCJAN (1)	6 Garnet Birthstones - January	\$5.95 / 6 pk
Item CWBCFEB (2)	6 Amethyst Birthstones - February	\$5.95 / 6 pk
Item CWBCMAR (3)	6 Aquamarine Birthstones - March	\$5.95 / 6 pk
Item CWBCAPR (4)	6 Diamond Birthstones - April	\$5.95 / 6 pk
Item CWBCMAY (5)	6 Emerald Birthstones - May	\$5.95 / 6 pk
Item CWBCJUN (6)	6 Alexandrite Birthstones - June	\$5.95 / 6 pk
Item CWBCJUL (7)	6 Ruby Birthstones - July	\$5.95 / 6 pk
Item CWBCAUG (8)	6 Peridot Birthstones - August	\$5.95 / 6 pk
Item CWBCSEP (9)	6 Sapphire Birthstones - September	\$5.95 / 6 pk
Item CWBCOCT (10)	6 Opal Birthstones - October	\$5.95 / 6 pk
Item CWBCNOV (11)	6 Citrine Birthstones - November	\$5.95 / 6 pk
Item CWBCDEC (12)	6 Turquoise Birthstones - December	\$5.95 / 6 pk



Birthstone Charms Starter Kit

Our Birthstone Charms Starter Kit comes in a clear plastic 10.75" x 7.375" 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 Birthstone Charms. The kit also includes six each of the twelve different Swarovski® crystal rivolis we offer. To restock your supply, Birthstone Charms are also sold separately by month in packs of six.

Item CWSTARTBC	Birthstone Charms Starter Kit	\$84.95 each
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Baking ClayLinks™ Prints Kit

This craft oven is recommended for baking our type of modeling clay. Our kit includes an Amaco™ Craft Oven, spatula, hot pad, oven thermometer, and ceramic tile to use as a baking sheet. (Item styles and colors may vary.)
UL approved. 540 cu. in. Black.

**Clay should be baked at 275° F. Please calibrate the baking temperature with an oven thermometer before use.*

Item CWCBO

Baking ClayLinks™ Prints Kit

\$59.95 each

Decorative Ribbon



It's easy to finish your ClayLinks™ prints with a decorative ribbon. Simply make two holes near the top of your print BEFORE baking. After baking and cooling thread the ribbon through and you can either tie it in a bow or loop it so it hangs like an ornament.

Item CWRFL	"Forever Loved" Gold Ribbon 18" Lengths	\$5.95 / 12 Pack
Item CWRTS	Teal Satin Ribbon 18" Lengths	\$3.95 / 12 Pack
Item CWRPS	Purple Satin Ribbon 18" Lengths	\$3.95 / 12 Pack
Item CWRBS	Burgundy Satin Ribbon 18" Lengths	\$2.95 / 12 Pack

Solid Color Keepsake Bags



Keepsake Bags are the perfect way to present baked ClayLinks™ prints to your clients. Our 6" x 9" solid color organza bags are available in Bronze, Burgundy, Navy Blue and Cream and are packaged with 10 bags in each pack.

Our 8" x 12" Large Keepsake Bags are the perfect size for larger ClayLinks™ prints, like those made using two, three or four ClayLinks™ Kits and our Large Circle, Oval or Large Oval Mold. Large Keepsake Bags are available in Navy Blue and Cream only and are packaged with 8 bags in each pack.



Item CWKB10BR	Bronze Keepsake Bags	\$9.95/10 pk
Item CWKB10	Burgundy Keepsake Bags	\$9.95/10 pk
Item CWKB10B	Navy Blue Keepsake Bags	\$9.95/10 pk
Item CWKB10C	Cream Keepsake Bags	\$9.95/10 pk
Item CWKBL8B	Large Navy Blue Keepsake Bags	\$9.95/8 pk
Item CWKBL8C	Large Cream Keepsake Bags	\$9.95/8 pk

Decorative Weaving Ribbon



It's easy to finish your ClayLinks™ prints with our decorative weaving ribbon. These 36" lengths of ribbon are long enough to weave around the outside of the print and usually have enough length leftover to tie a bow. Just poke an even number of holes around the outside of the print before baking. After baking and cooling, thread the ribbon through the holes as desired!



Item CWRTS36	Teal Satin Ribbon 36" Lengths	\$3.95 / 6 Pack
Item CWRPS36	Purple Satin Ribbon 36" Lengths	\$3.95 / 6 Pack
Item CWRBS36	Burgundy Satin Ribbon 36" Lengths	\$2.95 / 6 Pack

Stamp Kits and Writing Tools



Use the Alphabet Stamp Kit and Numbers Stamp Kit from Tandy® Leather Factory to “stamp” names and important dates into the clay. Simply choose the letters or numbers you need and a gentle push is all it takes. No mess.

You can also add a heartfelt touch to your ClayLinks™ print with the Heart Stamp, also from Tandy® Leather Factory.



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

Item CWSTY	Double-Ended Stylus	\$2.95 each
Item CWSKABC	Alphabet Stamp Kit	\$20.95 each
Item CWSK123	Numbers Stamp Kit	\$14.95 each
Item CWSKH	Heart Stamp Kit	\$9.95 each
Item CWSKC	Combo Stamp Kit (includes alphabet, numbers & heart stamp kits)	\$39.95 each



Writing Tools Storage Container



Contents not included.

This three-compartment ArtBin® Storage Container is the perfect place to store all of our writing tool accessories. We have modified the container by adding charcoal grey, closed-cell foam in two of the compartments. The foam has 18 grooves and will store all 26 Alphabet Stamps and the 10 Number Stamps. This leaves one open compartment that is the perfect size to store the Heart Stamp, both stamping handles and even our stylus. When the lid closes, you can turn the storage container upside down and the stamps will stay in place!

The container's dimensions are 7" x 4" x 1.5".

Item CWWTSC	Writing Tools Storage Container	\$7.95 each
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Finishing Glaze

After baking, give your ClayLinks™ prints a glossy finish with this Finishing Glaze.

Simply apply a light coat of Sculpey® Gloss Glaze with a small brush and allow to air dry. Available in 1 oz. bottles only. Brush not included.

Item CWFGL	Finishing Glaze	\$5.95
Item CWFGL3	Finishing Glaze - Carton of 3	\$14.00



World by the Tail, Inc.
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Fort Collins, CO 80525

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ClayLinks™ Kits from CaringWisdom™



**Considering using
ClayLinks™ Kits in your
hospital or funeral home?
To request a free sample:**

Call us toll-free at
1-800-248-2820,
email us at
info@wbtt.com
or visit our website at
www.caringwisdom.com

*"When you watch a parent or sibling trace the
imprint of their loved one's fingers and palm,
you can see the comfort they bring.
I lost my own father two years ago and, if I had his
handprint to hold on to now, it would mean
everything in the world to me."*

-- Chrissy McCollom, Goes Funeral Care and
Crematory, Fort Collins, CO