

Giving Departed Pets A Green, Gentle Farewell: Southern California Vets & Pet Owners Are Opting For An Eco-Friendly, More Humane Alternative To Pet Cremation



The remains of the a beloved pet are treated with respect and dignity at Peaceful Pets, and are hand delivered to the grieving owner by a member of the Peaceful Pets team.

Until recently, pet owners had a single option for handling the remains of a beloved dog or cat -- cremation, a process that spews toxic fumes into the atmosphere, requires a considerable amount of energy, and is often provided by operations akin to refuse removal services. Today, Southern California pet owners and veterinarians have an entirely better way to say goodbye to their animal companions.

Peaceful Pets Aquamation is the nation's first 100% green and gentle alternative to cremation and the "pet project" of an award-winning television executive and 20-year entertainment industry veteran, Jerry Shevick.

Living on a remote ranch in the mountains above Malibu, surrounded by a gaggle of chickens, cats, canines and various random rescued creatures, Shevick was particularly pained by

the loss of one of his pets and the animal's subsequent "disposal" method by the veterinarian. After huddling with a group of the area's plentiful high-profile pet-lovers and environmentally active residents, spending months researching the somewhat arcane world of pet disposal and meeting with various Southland veterinary organizations, his company was born when he discovered a revolutionary water-based process -- Aquamation.

"We designed our company to treat pets the way we want ours treated -- with the dignity and respect that a part of our family deserves," Shevick said. "The fact that we can do it in an environmentally responsible way, and at essentially the same price as cremation, makes this the only choice for today's pet owners."

Peaceful Pets Aquamation uses alkaline hydrolysis, a water-based process that is more like natural decomposition than any other method. It is a safe and widely used method of tissue disposition at many medical and educational

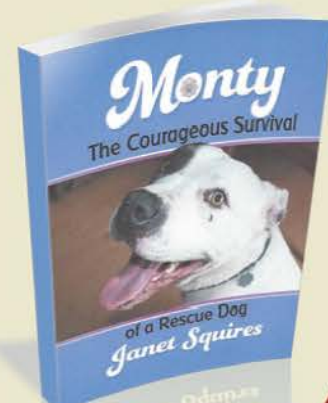


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