

Ceva CALM CLINIC



Create a
LOWER STRESS CLINIC
for **HAPPIER VET
VISITS**

How Does it Work?

Sign up for Ceva Calm Clinic and we'll provide your practice with training and tools to create a lower stress clinic environment and help diagnose pet stress and anxiety.

Our 12-month subscription program through Ceva provides the use of our Calming and Wellbeing products in-practice.*

 **73%**

of cats are distressed
by a vet visit¹

 **78%**

of dogs exhibit fear
at a vet visit²

  **15%**

of clients leave vet clinics
each year due to problem
behaviors in their cats³



Ceva Calm Clinic Program

- Order FELIWAY® Optimum refills, FELIWAY® Classic Spray, ThunderEase® refills, and/or ThunderEase® spray to be delivered monthly (must order minimum of 8).
- Receive Bonus Materials plus new diffuser plug(s) every 6 months from Ceva.
- **Save 10%** on all in-clinic items plus additional discounts on retail items.



Differentiate and
elevate your clinic



Support a higher
standard of care
for patients

JOIN TODAY!

Ask your rep to
sign up today.



Ceva CALM CLINIC PRODUCTS

Vet visits can be stressful for both patients and clients. Some pet parents might be so overwhelmed by their pet's stress that they skip annual visits. Ceva products help create a lower stress environment to help your patients get the care they need.



Backed by over 25 years of feline stress expertise, FELIWAY® pheromones help reduce common signs of stress in cats such as: scratching, urine spraying, tension and conflicts between cats, fears, and reactions to changes.**



THUNDERWORKS® CREATORS OF THUNDERSHIRT®

ThunderEase® pheromones, ThunderShirt® calming wrap, and ThunderWunders® Calming Chews for dogs help reduce common stress-related behaviors in dogs.**



CEVA CALM CLINIC BONUS ITEMS

Select 8 units of FELIWAY® and/or ThunderEase® Refills and/or Sprays per month and receive the below bonus items once every 6 months. *See Terms and Conditions for details.*

- 3x Lick Mats
- 5x Cat Carrier Covers
- 3x Pet Towels (30"x36")
- 1x FELIWAY®/ThunderEase® Spray Display
- 1x FELIWAY® Classic Spray 60 mL
- 4x Cage Cards
- 4x Outlet Rings
- 1 Open/Closed Sign
- Diffuser plugs (based on number of refills ordered)
- 2x ThunderShirt® Calming Wraps (M/L)
- FELIWAY® Timer

VALUED
AT OVER
\$500
ANNUALLY



*Clinics cannot cancel or change minimum unit quantities or subscriptions throughout their subscription period.

**All cats and dogs are unique. Results may vary significantly depending on behavioral training, the presence of other pets and other factors.

1. Mariti, C, et al. "Guardians' Perceptions of Cats' Welfare and Behavior Regarding Visiting Veterinary Clinics." *Journal of Applied Animal Welfare Science* (2016):1-10.
2. Döring, D, et al. "Fear-related behavior of dogs in veterinary practice." *The Veterinary Journal* 182.1 (2009):38-43.
3. Tremayne, J. "AAFP Pens Behavior Guidelines for DVMS, Staff, Clients." *DVM Magazine*, 1 April 2005.
4. 2023 dvm360® Top Veterinarian Recommended Products survey of 811 veterinarians

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ORDER FORM IN-CLINIC ITEMS

Walk through your clinic and enter the quantity per item you would like to order in your monthly subscription. Minimum monthly order quantity is 8. Quantity of diffuser plugs will be shipped with bonus items every 6 months based on your refill order below.

Sites and Quantities (per month)				
Site	Qty of ThunderEase® Refills	Qty of ThunderEase® Sprays (60 mL)	Qty of FELIWAY® Optimum Refills	Qty of FELIWAY® Classic Sprays (60 mL)
Dog Waiting Area				
Dog Kennel Area				
Cat Waiting Area				
Cat Kennel Area				
Exam Rooms				
Treatment Room				
Total				

Included Bonus Items with Subscription (per 6 months)									
Lick Mats	Cat Carrier Covers	Pet Towels	FELIWAY®/ ThunderEase® Display	FELIWAY® Classic Spray 60 mL	Cage Cards	Outlet Rings	OPEN/CLOSED Sign	M/L ThunderShirt®	FELIWAY® Timer
3	5	3	1	1	4	4	1	1 each	1

Terms and Conditions

- By signing this document you agree to the terms of this agreement.
- Minimum order quantities can be any combination of FELIWAY® Classic Sprays (60 mL), FELIWAY® Optimum Refills, ThunderEase® Sprays (60 mL), and ThunderEase® Refills.
- Enrollment in the Calm Clinic Program is for a minimum of 12 months. During this period, monthly minimum order quantities cannot be modified.
- A minimum of two weeks notification is required before commencement of the program.
- Monthly orders will be delivered by your distributor at the start of each month.
- Gold subscriptions receive a 10% discount on subscription items.
- Bonus materials and diffuser plugs will be provided by Ceva at the beginning of each six month period, up to 14 days prior to your program start date.
- After the 12 months, you will continue to stay on the program with the same quantities unless you decide to opt out.
- Calm Clinic Program purchases cannot be combined with any other offer.

Contact Name: Clinic Name:

Street:

City: State: Zip Code:

Email: Program Start Date:

Preferred Distributor: Signature: Phone Number:

For more information on the Calm Clinic Program, simply contact your Ceva representative or Ceva product support at 800-999-0297 or email product-support-us-group@ceva.com

Ceva Animal Health, LLC
8735 Rosehill Road, Lenexa, KS 66215
P: 800-999-0297 | F: 800-760-3112 | www.ceva.us





Calm Clinic Membership RETAIL ORDER FORM

Your clients can continue the calm at home. Order ThunderWorks® and FELIWAY® products for your clinic store.

FOR A LIMITED TIME, BUY 3 GET 1 FREE Mix & Match†

CALMING					
Item ID	Product Description	DVM Unit Price	Suggested MSRP†	QTY ORDERED	QTY FREE
C66461L	ThunderEase® Collar S	\$15.99	\$26.95		
C66451L	ThunderEase® Collar M/L	\$15.99	\$26.95		
C13331M	ThunderEase® Diffuser 30 Day Starter Kit	\$19.99	\$33.95		
D92110K	FELIWAY® Optimum 30 Day Starter Kit	\$23.99	\$35.99		
281081D	FELIWAY® Classic Spray 20 mL	\$11.50	\$14.99		
G65120E	ThunderShirt® for Dogs - VET Gray XS	\$31.96	\$39.95		
G65121E	ThunderShirt® for Dogs - VET Gray S	\$35.96	\$44.95		
G65122E	ThunderShirt® for Dogs - VET Gray M	\$35.96	\$44.95		
G65123E	ThunderShirt® for Dogs - VET Gray L	\$39.96	\$49.95		
G65124E	ThunderShirt® for Dogs - VET Gray XL	\$39.96	\$49.95		
G65320B	ThunderWunders® Calming Chews for Dogs 60-ct Reg	\$14.39	\$20.95		

Pricing Effective February 1, 2023

Pricing and Payment Terms: The terms, conditions, and suggested veterinary price may vary by authorized distributor.

†Offer valid during initial Ceva Calm Clinic sign-up only. Order must be placed through distributor of your choice with promo code "Calm Clinic Retail Promo-Sign Up".

*MSRP: Manufacturer's Suggested Resale Price. The resale prices listed in this document are recommendations only and there is no obligation on the customer/retailer to comply with these recommendations.

Order limit of 100 total units.



Contact Name:

Clinic Name:

Street:

City:

State:

Zip Code:

Email:

Program Start Date:

Preferred Distributor:

Signature:

Phone Number:

