



A calmer clinic starts here!

Reduce Stress. Strengthen Compliance. Improve Outcomes.



Vet visits can be stressful

Some pet parents are so overwhelmed by their pet's stress that they skip annual visits.

 **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

▶ ▶ ▶ The Calm Clinic Program helps your clinic **create a lower stress environment** that supports uninterrupted care and stronger client relationships.*

Access exclusive discounts &

PERKS



ALL 10% OFF

Auto-ship & exclusive product discounts

- ✓ Save 10% on all in-clinic behavior items
- ✓ Easy, on-time deliveries every month
- ✓ Retail discounts available for your clients

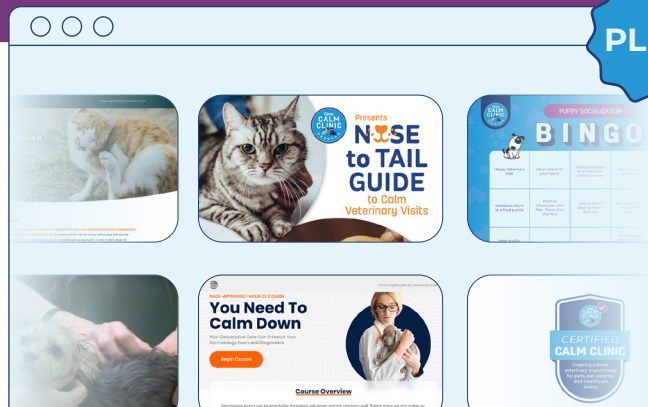


FREE BONUS BOX

Bonus boxes delivered twice a year

- ✓ Packed with behavior tools, Ceva products, and fun surprises!
- ✓ Designed to energize your team and engage clients

PLUS



Valuable tools & resources on-demand

Build consistent clinic practices that are practical and proven.

- ✓ Protocols, team trainings, and materials for client conversations
- ✓ Promote and position your clinic as a trusted, low-stress clinic
- ✓ Personalized support from your Ceva Rep!

How the Calm Clinic Program

WORKS



Easily enroll for
FREE online



Choose your products
and establish protocols



Activate your
program perks



Receive ongoing
support for your team



What you'll get:

Confident staff, lower stress in clinic, stronger client relationships, and better outcomes for pets—all while saving time and money. Plus, the program is 100% supported by your Ceva team.

Why clinics love it!

- ✓ Simple to start
- ✓ Empowers team members to be calming champions
- ✓ Backed by science and education
- ✓ Designed to fit into your existing workflow



Enhance client
satisfaction and
loyalty.



Support a higher
standard of care
for patients.

Join today!

**Ask your rep to
sign up today.**



Scan to enroll now!

or visit cevaconnect.com/calm-clinic/enroll

*All cats and dogs are unique. Results may vary significantly depending on behavioral training, the presence of other pets and other environmental 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. © 2025 Ceva Animal Health, LLC | ThunderEase® is registered trademark of Ceva Animal Health, LLC. FELIWAY® is a registered trademark of Ceva Santé Animale S.A. | BEH-145-25v2

