



## Your appointment ends at the hardest moment of the family's year. *PetArc is the follow-up no clinic can staff.*

A quiet companion app that walks a grieving owner through the first 90 days after any pet loss — expected or sudden. Daily two-minute support, structured help with guilt, check-ins at one month and the anniversary, and clear pointers to professional help when self-help isn't enough. Everything stays on the client's phone: no account, no data collection, no AI chatbot.

### What your client sees, week by week

Day	Module
1	<b>Your grief is real</b> — legitimacy of pet grief vs "just a pet"
4	<b>The first 72 hours</b> — eating, sleeping, one person to tell
10	<b>"It was just a pet"</b> — handling dismissal and invalidation
18	<b>Finding people who get it</b> — mapping real support
28–70	<b>The guilt arc</b> (7 modules) — the decision · did I do enough · relief · hindsight · moving forward · self-compassion · what to carry
90	<b>Integration</b> — a letter to the pet, closing the arc

Between modules: a 2-minute daily note each morning and evening, a peer-voice library of short messages organized by the situations owners actually face (dismissal, guilt, the empty house), playbooks for hard dates (anniversaries, birthdays, first holidays), ready-made scripts for "just a dog" conversations, a breathing tool for acute waves, and a private journal. Mood and check-in trends help the owner see their own trajectory.

### When it points to professional help

PetArc is self-help, and says so. Its resource library routes to the Lap of Love pet-loss hotline, APLB's moderated chatrooms, a country-aware crisis-line directory ([findahelpline.com](https://findahelpline.com)), and guidance for finding a grief therapist. Content repeatedly names the threshold — persistent inability to function, prolonged sleep/appetite disruption, thoughts of self-harm — as the point to seek professional care.

### Why it exists

Prolonged grief disorder after pet loss is about as common as after losing a partner — **7.5% vs 9.1%** — and grief symptoms are statistically indistinguishable across the two.

PLOS ONE, 2024 — nationally representative UK sample, N=975

Guilt after euthanasia is lower when owners felt included in the decision and emotionally supported by the veterinary team — support that ends when the family goes home.

Journal of Veterinary Behavior, 2025 — N=123

### Privacy, honestly

- All data stays on the device — no backend exists
- No account, no sign-up, no email collected
- No AI chatbot, no simulated pets, no "griefbots"
- Free to download and start; optional paid tiers, clearly marked: a Premium subscription and a one-time course purchase

**For your waiting room or discharge folder:** a matching A6 comfort card is available — quiet design, QR code, no marketing language — for handing to families at the end of a visit.

### Who makes it

PetArc is built by a solo developer as part of a family of small, research-grounded support apps. No investors, no data monetization — the optional purchases are the entire business model.