



FOR IMMEDIATE RELEASE

February 19, 2025

Creative Science's BuddyID® Offers Free Lifetime Registration for Pets Affected by Save This Life Microchip Registry Shutdown

Orange City, Iowa – February 19, 2025 – [Creative Science®](#), a leader in animal health solutions, is stepping up to support pet owners, veterinary clinics, and shelters affected by the recent shutdown of the Save This Life (STL) pet microchip registry. Through its trusted microchip and recovery brand, [BuddyID®](#), Creative Science is offering free lifetime registration for all pets with impacted STL microchips, ensuring they remain protected in the event they go missing.

As part of this initiative, Creative Science is also extending free registration to any remaining Save This Life microchips still in possession of veterinary clinics and shelters. By transitioning these microchips into the BuddyID registry, animal care professionals can continue providing reliable pet identification and reunification services without disruption.

“Ensuring lost pets can always find their way home is at the heart of what we do,” said Charlie Passantino, President of Creative Science. “The shutdown of Save This Life’s registry left many pet owners and clinics in a difficult situation, and we want to provide a seamless solution by welcoming these microchips into our network at no cost.”

BuddyID has been a trusted name in microchip identification and lost pet recovery for over 30 years. The brand’s comprehensive system includes a global pet registry, innovative temperature-sensing microchips, and the BuddyBadge® QR Collar Tag, which provides instant access to pet recovery information. This initiative reflects Creative Science’s ongoing commitment to ensuring every pet has a secure and reliable means of identification.

Pet owners, veterinary clinics, and shelters with STL microchips are encouraged to call 800-434-2843 or email help@buddyid.com for assistance with free registration. Additionally, veterinary clinics and shelters that choose to move their remaining STL chips to the BuddyID registry will receive 25 complimentary BuddyID ISO Microchip + Temp chips if done by March 31st. Contact BuddyID for more information.

About Creative Science

Creative Science is a leading provider of innovative solutions in the veterinary and animal health industries. Formed through the merger of several trusted veterinary brands, Creative Science is committed to bridging gaps in animal care with high-quality products and services designed to enhance pet well-being and veterinary practice efficiency.

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