

Jocelyne Monette



Jocelyne has over 18 years in the pet aftercare industry and 10 years of hands-on experience operating alkaline hydrolysis equipment. Her significant industry knowledge, experience and understanding has been the driving force behind getting alkaline hydrolysis approved for pets and humans across Canada.

Retiring after 24 years with American Airlines, Jocelyne followed her passion for honouring the strong bond between humans and their companion animals and formed Eternal Companions Pet Memorial Center in 2004, North America's first full-service pet memorial cremation center.

Shifting her focus away from flame based cremation, Jocelyne was instrumental in setting up Canada's first pet alkaline hydrolysis unit in early 2011 and consequently earned 3 industry awards. Jocelyne not only realized the global implications and accompanying opportunities, but she also recognized the need to improve on the current technology and take it to the next level through a collaborative effort on a new and innovative alkaline hydrolysis patent.

Jocelyne is Executive Director of the Aquamation BC Coalition, working closely with the provincial government to approve alkaline hydrolysis for human disposition in British Columbia.



Victoria Chamber Innovation Award 2011
Victoria Chamber Innovation Award 2013
Vancouver Island Green Award 2014