



SAM'S DOGGIE DIGEST
Lucky Dog's chief greeter keeps you up to date on all the latest trends and happenings.



GREETINGS

JULY 2007

VISIT OUR STORE FORWARD TO A FRIEND

Dear %NAME%,

This time of year sure brings lots of smiles to San Diego! There's nothing like a long day at the beach: sitting under an umbrella, sipping on an ice cold [Muttgarita...](#) and when that San Diego sun starts to set, you can extend the summertime fun and check out [what's new](#) at Lucky Dog. After all - we're open late! Our new summer hours are 10 a.m. - 8 p.m. More time to eat. More time to sleep. More time to play. More time to SHOP!

Our pet-icure service is getting rave reviews! We've been so popular that we went ahead and added an extra day each week to pamper your pets. You heard it here first, folks: We are now offering our famous pet-icure service on *Sundays*, Mondays and Wednesdays. Call or email to schedule an appointment today!

Enjoy the rest of your July and keep on [smiling!](#) Remember, with good care those pearly whites can shine all through the summer and straight into fall.

Happy shopping,

Sam

SAMMY'S SPECIAL

It's summertime! Shouldn't you be out playing with your pooch? What's that you say? Rover's toy collection is looking a little old and busted? Well, today is your lucky day...

We're offering a huge savings on our oh-so-popular [Water Wubbas](#). You'll be the talk of the dog park with one of these super cool, super durable, fully submersible neoprene dog toys. Available in three assorted summer appropriate colors!

Enter **GOTTA WUB IT** when prompted during checkout to save 20% off Water Wubbas for the rest of the month!

Enjoy



HEALTHY LIVING WITH LILA

So your mom's planned a summer vacation and you are going! Make sure you remind her to pack your Pet Essences Travel Solution. Whether you are traveling by car or airplane, this all natural, made of real flower essences solution will help you relax with any fears or motion sickness. Most importantly...it works! I never leave home without it!

Summer vacation means lots of outdoor activities; nothing ruins a relaxing day in the sun like uninvited guests. Mosquitoes, Fleas, and annoying neighbors can turn that perfect afternoon into sheer torture. [Flea the Scene](#) is a 3- in-1 spray that will take the sting out of summer in more ways than one way. It has an insect replant that blocks the enemy for up to four hours while gentle emollients soothes itchy skin, and all the while provides UV protection. Flea the Scene is a must for beach goers and visits to the dog park.

My favorite new product is [Dry Dog Instant Clean](#) from Happy Tails. Let's say you've been at the park playing and there is no time to bathe before your dinner date, try Dry Dog Instant Clean, it cleanses without water, rinsing or mess and is a must for the dog on the go. This is not just another pretty perfume cover up, natural enzymes actually help clean my gorgeous coat and still smell beautiful! (Also, perfect for cold weather, great for sick and convalescing dogs!)

Happy *tails* to you,



Lila

FEATURED EVENT



Join us for a sizzlin' summer soiree...

Tuesday, July 31st from 5:00 p.m. - 7:00 p.m. @ W San Diego

WHO: W San Diego, Lucky Dog Pet Boutique, you and your furry friend.

WHAT: A P.A.W. Happy Hour you won't soon forget.

WHEN: Tuesday, July 31st from 5:00 p.m. - 7:00 p.m.

WHERE: MAGNET @ W San Diego 421 West B Street, San Diego, CA 92101

PALOMA'S FASHION FORECAST

July is by far my favorite month of the year. The beaches are packed and I'm enjoying the hot sun *and* the hot babes! All I need is a good spot on the sand and my [Rolling Bone Magazine](#) by my side- then I can spend the rest of the day catching those summer rays.

What does a girl gotta do to stand out among the crowd? I know! Denim is so hot right now. I'll slip into an [Apple-a-Day Dress](#). The soft and stretchy denim spandex and studded apple applique will keep all eyes on me.

Of course we can't forget to travel in style. The [Denim Chelsea Bag](#) is a perfect match to this oh-so-adorable outfit. This bag has two outer and inner pockets with double peek-a-boo doors. It also features zip-top closure, elastic safety harness and a soft, washable/removable lining pad. So cute!

Well guys, it's been fun, but I'm burning daylight. This tummy isn't going to tan itself!

Stay fabulous,



Pammy

FLOYD'S JOKE CORNER

An avid duck hunter was in the market for a new bird dog. After weeks of investigation, his search ended after discovering a dog that could walk on water to retrieve a duck. Shocked by his find, he was sure none of his friends would ever believe him.

After successfully testing the rare breed's magical ability, the hunter invited a friend, a pessimist by nature, along for a hunting trip.

As they strolled through the wilderness, a flock of ducks flew by. They fired, and a duck fell. The dog responded and jumped into the water. The dog, however, did not sink but instead walked across the water to retrieve the bird, never getting more than his paws wet. The friend saw everything but did not say a single word.

On the drive home the hunter asked his friend, "Did you notice anything unusual about my new dog?"

"I sure did," responded his friend. "He can't swim."

Keep it goofy,



Floyd

LUCKY DOG OF THE MONTH



It's your lucky day , Naye!

Naye is an adorable Yorkshire Terrier who clocks in around 6 lbs. Despite her smallness in size, she has a giant heart and is ever so kind.

Naye is very active and enjoys playing with her many animal friends (just as long as they don't come between her and her toys!)

Her favorite foods consist of treats, treats and more treats -especially cheese.

Extremely attentive, Naye enjoys exploring the great outdoors with her grandparents and going "car-car" (even if she's unknowingly headed to the Vet!)

At 7 years old, Naye continues to bring overwhelming smiles to every face she greets. She even loves to welcome big dogs with lots of kisses!

Naye's loving and cheerful personality shines day-in and day-out. Who could ask for a better companion?

Congratulations, Naye. You're our Lucky winner!

SUBMIT YOUR LUCKY DOG

AS COUTURE TURNS...

Fun and functional favorites from everyone's favorite pet boutique!



Malibu Surf Tank



Daisy Flip Flop Toy



Toadstool Ribbon Collar



Woodie Waggin' Bed NOW 25% OFF!



You can get these and many other luxury pet products by visiting our online store at:

www.SHOPLUCKYDOG.com

Lucky Dog Pet Boutique 415 Market Street San Diego, CA 92101 619-696-0364

info@shopluckydog.com