



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



**GREETINGS**

**SEPTEMBER 2007**

VISIT OUR STORE FORWARD TO A FRIEND

Dear Cody Humston,

This month we transition into my favorite season, Fall. The dog days of summer come to a close and the weather begins to change. The kids go back to school and nights begin to cool. It's time to take inventory of your closet for Fall and Winter's essentials which begins with a spooky or kooky Halloween costume. From jungle animals to knights and princesses, take a peek at [what's new](#) this year. This is our most [spooktacular](#) selection ever, so claim your style early as sizes are already selling out!

This month also marks my 5 year Anniversary as Lucky Dog's official greeter. Which means Lucky Dog is 5 also (or 35 in dog years). Thank you to all our customers who have supported us in so many ways. We have enjoyed serving each of you and being part of your pet's lives. Visit [latest news](#) for information on our journey and celebration. I have enjoyed "greeting" (or barking at) each of you. It's been a long tenure and I keep asking for a promotion, but that would require some math skills which was always my worst subject. Or so they tell me. Oh well, maybe this year they will at least promote me to "supervisor".

Speaking of loyal customers...Lucky Dog's been nominated as one of metro San Diego's top businesses in the 10News.com contest in the category of shopping/pet supplies. Help us win the title by clicking [here](#): **VOTE LUCKY DOG**. We always love your feedback, so please leave a comment.

Happy shopping,

Sam

**SAMMY'S SPECIAL**

Cleanup in aisle 5! If there's one thing that each and every one of us four-leggers has in common, it's our passion to make a mess when Mom & Dad are unprepared for cleanup.

Unfortunately for you troublemakers, Lucky Dog's always lookin' out for Mom and Dad, and that's why we're giving you **FREE SHIPPING** on 60-count packs of [Cleanup Bags](#).

Just enter **SCOOP THE POOP** when prompted during checkout to take advantage of this special offer.



**HEALTHY LIVING WITH LILA**

If you've found yourself with that burnt out surfer look, (dry hair and skin is *out* for Back to School) then it's time to make the grade with an A+ solution. I'm going to give you one product to cure what ails you - [Grizzly Salmon Oil](#)!

**Regular use shows results:**

Daily supplements of Grizzly Salmon Oil will support the overall health of your dog or cat. The first noticeable result being healthy skin and a shiny coat!

**Strong heart and long life:**

Grizzly Salmon Oil supplies a range of different omega-3 fatty acids, including the long chain Omega-3 fatty acids, EPA and DHA.

As dogs and cats age, they face increased risk of heart problems, stiffening joints and loss of zest and vigor. These health risks may be reduced by a diet consistently supplemented with readily accessible, long chain omega-3 fatty acids found only in cold water fish oils like Grizzly Salmon Oil. These omega-3 fatty acids are essential building blocks all dogs and cats need for maintaining a balanced metabolism. Scientific studies also show these fatty acids help maintain the immune system.

**Skin and coat:**

Grizzly Salmon Oil helps keep your dog or cat's skin healthy! Healthy skin generally results in less itching and less shedding.

The health condition of your dog or cat's skin and coat is influenced by the contents and balance of fatty acids in the diet. The ratio of omega-3 to omega-6 fatty acids in the diet of your dog or cat is important in order to avoid degenerative conditions like hot spots, a dull coat and inflamed, dry and itchy skin. Scientific research supports the optimum ratio of fatty acids in the range of 1:3 to 1:6 (omega-3: omega-6). Grizzly Salmon Oil has a ratio of approximately 8:1 (omega-3: omega-6) and is thus ideally suited for bringing commonly seen ratios in generic and premium dog and cat foods of between 1:10 and 1:20 in line with the target ratio of around 1:5.

The omega-3 fatty acids also help counteract negative effects of allergic dermatitis by producing specific eicosanoids, which are known to reduce and control skin inflammations.

Regular use of Grizzly Salmon Oil attributes to a lustrous, shiny coat and gives your dog or cat the appearance of overall good health.

I know... a lot of information for one product! You can thank me later, I've got homework to do!

Your favorite teacher's pet,

Lila



Lila

**FEATURED EVENT**



**MIND YOUR DOGGIE MANNERS**

**Tuesday September 25th, 5 p.m. - 7 p.m.**

**WHO:** W San Diego, you and your furry friend

**WHAT:** Pet Expert and Socialite Charlotte Reed launches her new book, *The Miss Fido Manners Complete Book of Dog Etiquette*, with the Good Manners Tour, sponsored by W Hotels and Martini & Rossi.

**WHAT:** Pet Expert and Socialite Charlotte Reed launches her new book, *The Miss Fido Manners Complete Book of Dog Etiquette*, with the Good Manners Tour, sponsored by W Hotels and Martini & Rossi. Guests will enjoy doggie fashion shows and book signing complete with Hors d' oeuvres and cocktails – a fun and exclusive "yappy hour." A portion of proceeds from *The Good Manners Tour* benefit The Delta Society, a national non-profit organization which provides therapy animal teams to visit hospitals, schools, nursing homes and other facilities. For more information, visit: [www.missfidomanners.com](http://www.missfidomanners.com)

**WHEN:** September 25, 2007, 5:00 p.m.

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

**OLIVE'S FASHION FORECAST**

It's that time of year again; time to get back to school. Time for boxed lunches, missed busses, football games, homework, spitballs and detention - but forget all of that. Let's talk about the one and only redeeming factor of the inherent lameness that is... Autumn. That's right; I'm talking about Fall Fashion!

Ruff Ruff Couture has everything you need for a fun & fabulous Fall. The [Fashion School Hoodie](#) gives back-to-school-cool a whole new meaning! Made of soft and stretchy red plaid velour, complete with hood and custom crest appliqué, your stylish pooch will earn great marks on his or her lessons in this original design.

Homework not your thing? Get your grunge on this season with the [Kurt Tee](#) & matching [Courtney Dress](#). These layered looks feature glamorous detail like distressed black French terry, plaid trim, mesh lace and rhinestone embellishments for four star fashion with front row style. Rock on, Rnvers

Toodles,



Olive

**FLOYD'S JOKE CORNER**

During break time at obedience school, a couple of dogs were making small talk...

"Man, this sit, speak and rollover business is killing me. They have to know by now that we're only doing it for the treats."

"What's next? Are they going to try and teach us how to play fetch with ourselves?"

"No kidding. The silly thing about obedience school is you learn ALL of this stuff you will never actually use in the real world."

Keep it goofy,



Floyd

**LUCKY DOG OF THE MONTH**



**Congratulations go out to Tater – September 2007's official Lucky Dog of the Month!**

Tater is almost 2 years old. This Pug loves to go to the doggie beach and run around in circles, but only a little at a time because he gets too tired.

Tater's other hobbies include desperately wanting to chase down the UPS truck and rolling in really stinky stuff!!!

Tater also loves to eat chicken jerky and play tug-o-war.

You sound like a wonderful Pug, Tater. We'll be sure to send you some treats via UPS so you can catch that truck once and for all!

**SUBMIT YOUR LUCKY DOG**

**AS COUTURE TURNS...**

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



Buffy Tank



Talking School Bus Toy



Growlex Watch Toy



Noir Dot Genevieve Petote



You can get these and many other luxury pet products by visiting our online store at: [www.SHOPLUCKYDOG.com](http://www.SHOPLUCKYDOG.com)

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