

The **Ultimate** Holiday *Survival* Guide



Packed with

**treats, tips
& tugtastic
trimmings**



A Special Gift FROM

**tug-
e-nuff[®]**
TO YOU

Together is a wonderful place to be

Make your dog's **Christmas** dreams come true

By

**Danny
Rouse**

 **tug-e-nuff** co-owner

The season of togetherness is upon us.

And for us dog lovers, the opportunity to spend quality time with those we love extends to our four-legged family members too.

Inside this guide, you'll find ideas to make the most of your time together this holiday season, alongside some handy tips to help keep your dog on the nice list when visitors arrive!

Wishing you a bond-boosting, magical holiday together from all of us at Tug-E-Nuff.



1. Pass the Parcel

A doggy take on this popular children's party game – many dogs love tearing up wrapping paper and retrieving treats! Wrap your dog's prized tuggy in the middle, and fill each layer of wrapping with a tasty treat to snuffle out. Finish the game with a super-rewarding game of tug for extra bonding brownie points.

To encourage your dog to partake you can try using smellier treats such as little cubes of cheese between the layers. It is Christmas after all!

2. Create a tuggy treasure hunt

Take your pup's most-loved tuggy and hide it somewhere in the house, then lay a treat trail to help your dog find it. As your dog grows in their treasure finding skills you can reduce the number of treats - upping the mental stimulation and nose work required to find their tuggy reward!

3. Hide & Seek

A great game you can play at home is hide and seek. It's easy – you ask your dog to sit and wait while you hide somewhere in the house with their beloved tuggy. Then you call them and when they find you, you reward them with a game of tug!

Do you believe in the *magic* of tug?

Give your **training** efforts a helping hand



Make training fun and teach your dog new skills to help you both this holiday season with the magic of tug.

- ✓ Teach your dog a leave cue to keep them safely away from mince pies and pressies under the tree.
- ✓ Prevent jumping up with a handy chaser toy and keep your guests paw free.
- ✓ Teach your dog a fun pawty trick to show off to your visitors and bring a little holiday joy.

1.

Use tug to teach a leave cue

Start your training when your dog is calm, after a nice walk together is ideal. Engage in a game of tug and ask your dog to 'leave'. Wait for your dog to let go of the toy and reward them immediately before repeating this fun training game. Watch this video and learn to teach a solid leave.

2.

Use a chaser tuggy to reward paws on the floor

Visitors can be very exciting to lots of dogs. To teach your dog not to jump up you need to reward them when all four paws are on the floor. Wiggle your chaser toy along the floor to divert your dog's attention from your guests and engage them in a fun game of tug instead.

3.

Teach your dog to find it

This is a great holiday trick to have up your sleeve as it's one children can play too. After a quick game of tug, ask your dog to 'stay' while you hide their toy. Make it easy at first – perhaps try hiding it under a cushion in the same room. Then ask your dog to 'find it' and when they do reward them with a game of tug! You can gradually make your hiding places more challenging and invite your guests to hide the toy so your dog can show off their super skills.



All I want for christmas is you!

Make **magical** memories **together**

Though the festive season can be busy, it's a wonderful time to make special memories with your best friend.

Carve out a little bonding time amongst the rushing around, it's a great way to unwind.

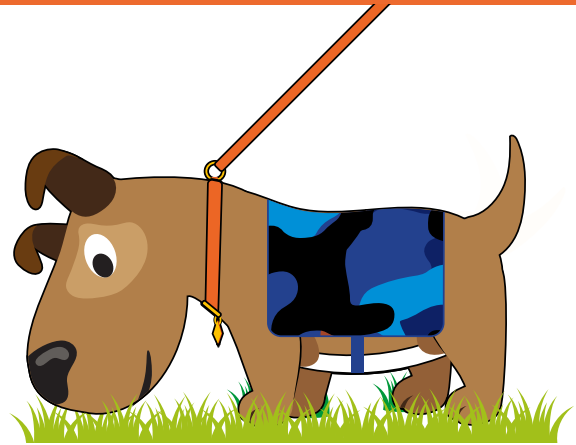
3 BOND.
-boosting
activities to enjoy
with your dog

1.

Go on a sniffy walk!

Experts tell us just 20 minutes of sniffing is equivalent to an hour's walk in terms of enrichment for your dog. Often we are pressed for time and don't let them do enough of it, so this is your chance to let them fill their snoots!

It's as easy as letting your dog's nose lead the way (*as long as it's safe to do so*). If your dog needs a helping hand to engage their



nose, simply scatter some treats on the ground and watch your dog's sniffy senses take over.

2.

Set aside 1:1 time

Make the moments when it's just you and your dog really count. Use the time to play tug (*always a good idea!*) or simply sit together quietly. Even in short bursts, this can be really satisfying for your dog.



Visit tug-e-nuff.com to find out more about these products



Cheesy Christmas Cookies

Ingredients:

- 4x cups flour
- 2x cups grated cheese
- 2x tbsp oil
- 1x cup water

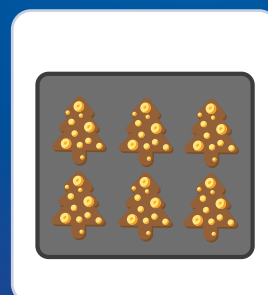
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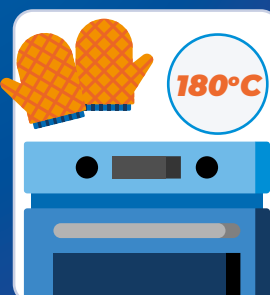
Combine ingredients to form stiff dough



Roll out to approx 1cm thick



Cut out shapes (ideally with Christmas cutters!)



Bake at 180 degrees (350 Degrees fahrenheit) until firm

3.

Bake festive treats

Christmas isn't Christmas without yummy treats - and that should apply to our dogs too! It's important to remember that lots of human festive foods can be poisonous to dogs, including mince pies, Christmas pudding and chocolate.

So while keeping dangerous foods out of reach, why not bake them some of their very own Christmas treats?



Keep Calm, It's Christmas

to help your dog **relax** and **enjoy** the **festivities**

1.



Give your dog a safe haven

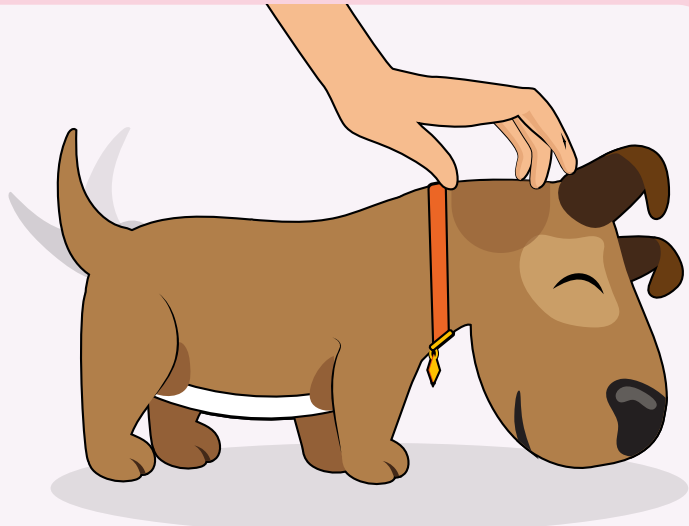
Maybe your dog is crate trained, in which case they'll already have a safe place to escape to if the noise or excitement gets a bit too much. If not, there's never been a better reason to start crate training (*crates offer lots of benefits*). But all dogs are different and if crate training isn't right for your pooch, it's still important to give them a safe haven during the festive season.

This could be as simple as placing their bed in a quiet room of the house that they can access whenever they like. Add a few dog-safe chews to keep them occupied (*remember to keep your Tug-E-Nuff toys for supervised play only*).

2.

Set boundaries with guests

Guests - especially children - don't always know how to act around shy, nervous or excitable dogs. It's perfectly OK to set boundaries in advance - perhaps asking guests not to immediately fuss over your dog, and instead to wait until they have settled in. Remind children to use 'gentle hands' if and when they do pet your dog and always give your dog space if they need it.





3.

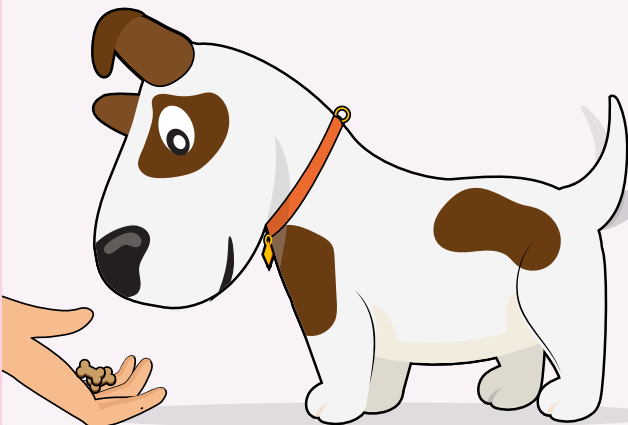
Create a Festive Fun Box

If you know or suspect that your dog might find the festive season tricky, why not put together a Festive Fun Box? Pack it with a selection of interactive, bond-boosting Tug-E-Nuff toys (*check out our bundles on p5-6 for some ideas*) and a few yummy treats.

Then, in quieter moments, choose a tuggy and spend just five or so minutes enthusiastically engaging in play. This will help tire your dog out so they settle better, and it's a great way to reconnect, too.



4.



Don't forget rewards!

At Tug-E-Nuff, we're firm believers in only ever using positive reinforcement. That means rewarding the choices we want to see, rather than punishing or scolding in response to the ones we don't. Behaving nicely around guests (not jumping up, for example) or reacting calmly to new scenarios (*when a bottle of champagne gets popped, for example*) is definitely a good choice - so remember to offer a reward for it! This can either be treat-based or tug-based (*why not keep a **Pocket Magnet tuggy** on you for this exact purpose!?*).

Christmas just

got tuggier

there's nothing **average** about these **tuggies**

What are you dreaming of for Christmas?

- ? Do you wish your dog had a bullet-proof recall??
- ? Would you love to channel your dog's overexcitement?
- ? How about finally winning your dog's undivided attention anywhere?

Strut into the new year with a new level of confidence that your dog is ready to pay attention because you're going to be the most exciting play furiend in town!



Our durable training toys are **A LOT of fun**, but they're also the golden ticket to deepening your bond and unlocking incredible training results. When training's fun, you'll both keep doing it – and that's when those results start really clocking up!



Which is the right tug pick for you?

Our durable bungee tugs are top choice for **strong dogs**

Tough enough to withstand powerful tuggers

1



2



3



1. Sheepskin Bungee Ring

BUY

2. Big Twizzler

BUY

3. Wondabaa Sheepskin Bungee

BUY



Our animated chaser toys
are prize hunts for

prey driven hounds

The perfect antidote to squirrels,
birds and other animals



1. Rabbit Skin Squeaky
Chaser

BUY

2. Sheep Skin
Chaser

BUY

3. Sheepskin Bungee
with Tennis Ball

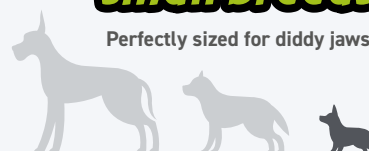
BUY



Our small yet mighty tugs go
down a storm with pups and

small breeds

Perfectly sized for diddy jaws!



1. Rabbit Skin
Chaser Tug

BUY

2. Crazy
Thing

BUY

3. Rabbit Skin
Pocket Squeaker

BUY



Visit tug-e-nuff.com to find out
more about these products



It's beginning to
look a lot like

Christmas

From boosting your bond to helping you train, there are lots of reasons to make interactive play part of your dog's everyday life.

Here at Tug-E-Nuff Dog Gear, we've been championing interactive play for more than 10 years. The mutual enjoyment experienced through making time to play with your dog is truly special.

Here are **five reasons** to give your dog the gift of interactive play this year...



5 Reasons
to give your
DOG
THE Gift OF
PLAY

1.

PLAY satisfies natural instincts

Although they have long been domesticated, all dogs have an instinctive urge to hunt and play (although some dogs experience these urges more strongly than others).

At Tug-E-Nuff, we know from our experience as professional dog trainers that using toys made with responsibly-sourced real fur, like sheepskin, is a highly effective way to tap into your dog's natural instincts and channel them into positive, rewarding play.

Dogs instinctively like to use their mouths and playing tug gives them a safe, fun outlet for this urge.

2.

PLAY helps dogs de-stress

The mental stimulation dogs get from playing games like tug with their owners helps ease stress and anxiety. Dogs who enjoy short sessions of playing tug tend to settle better and for longer. Because dogs who play are more relaxed, they are also less likely to engage in destructive and troublesome habits, like excessive barking or chewing.

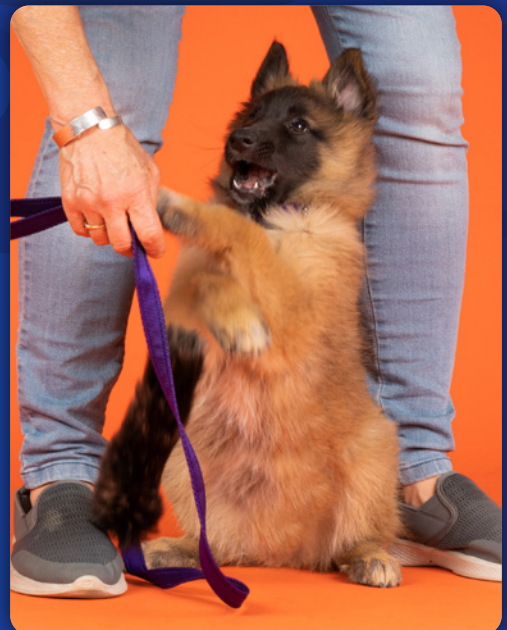


3.

PLAY is good for physical health

Playing tug is, in our opinion, the best interactive way to play. It's also fantastic exercise - for you and your dog! Just a couple of quick sessions a day can help keep your dog's heart healthy and their joints lubricated.

Unsure how to play tug? We've got a handy video guide that breaks it down into 7 easy steps - tug-e-nuff.com/7steps



4.

PLAY boosts bond

The stronger the bond you share with your dog, the easier training will be - and the more harmonious your everyday life.

Playing interactive games like tug is a proven way to boost your bond. It's a window to earning more of their trust and loyalty - and a great opportunity to strengthen your friendship by having fun together.



5.

PLAY improves training

Our interactive toys are all designed, first and foremost, as training aids. They act as 'jackpot' rewards for positive reinforcement training for owners who are working on everything from recall to tricks. They also amp up the motivation of dogs so they run faster in sports like agility and flyball and are willing to work harder during obedience training.

Last Order Dates

To be sure your
**tuggy treats arrive
in time**, please
order by the
following dates...



19th December



16th December



12th December
(For most worldwide destinations)



Missed the last order date?
No problem give a Tug-E-Nuff eGift
Card delivered by email
tug-e-nuff.com/giftcard

Buy with confidence

Try any Tug-E-Nuff toy for
45 days and if it's not right
for you or your dog, we'll happily
replace it. Find out more:

tug-e-nuff.com/returns



Give the gift of PLAY

Looking for the perfect gift for a
dog lover in your life? Give the gift of play this
season and make Christmas a tugtastic affair.

Simply load your Tug-E-Nuff E-Gift Card with
the value of your choice and we'll email your
happiness inducing gift straight over.

tug-e-nuff.com/giftcard



If you'd like to speak to a friendly (and dog mad!) human, get in touch



Email us
hello@tug-e-nuff.com



(UK) **01395 642 065**
(US) **570-392-3370**



Use **live chat**
on our website

Our team works Monday to Friday 8am-4pm (UK time).

We'd love to see your tuggy treats being unwrapped! Share a snap with us on social...

tug-e-nuff.com

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