



**TUESDAY'S**  
**NATURAL DOG COMPANY**  
 — EST. 2009 —

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**Tuesday's Natural Dog Company is a family-owned business located in Loveland, Colorado.**

In 2009, newlyweds Dan and Jen adopted Tuesday, a 5-month old Golden Retriever mixed breed. When Dan and Jen brought Tuesday home for the first time, they were a little stunned. Tuesday was very, very rambunctious. And the chewing! Tuesday never stopped chewing. Whether it was shoes, furniture, or the drywall - Tuesday always seemed to have something in her mouth. Dan and Jen quickly realized that chewing was a natural behavior for dogs. Instead of punishing Tuesday, they decided to find something appropriate for her to chew.

Dan and Jen wanted to offer Tuesday something that was healthy, natural, and made with simple ingredients. When they couldn't find anything suitable at their local pet supply store or online, Dan decided to start Tuesday's Natural Dog Company.






*Tuesday and Dan, our Founder/CEO*

# WHAT MAKES US DIFFERENT?

**We are leaders in the pet industry when it comes to sustainability programs and doing our part to protect the environment.**



-  We are a Plastic Neutral Certified Company. For every pound of plastic that we produce, we remove an equivalent amount of plastic in the environment.
-  All of our packaging (including the elastitags!) are recyclable.
-  We ship our products all over the United States. All CO2 produced by transporting our products is offset by a carbon emission reduction project.



**ECO FRIENDLY**



**GRASS FED FREE RANGE**



**SINGLE INGREDIENT**

**When you shop with us, you can feel confident that you're giving your dog the best treats on the market. We carefully select dog chews and treats made with nutritious, sustainable, and simple ingredients.**



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# HOW TO FIND THE PERFECT CHEW



Our **Chew Meter** gives you important information about our treats.

**LIGHT** treats are eaten quickly, and are usually good for training.

**MEDIUM** chews have a firm texture that is suitable for puppies, small breeds, and senior dogs.

**TOUGH** chews are hard, longer lasting, and will keep most dogs busy for an extended period of time.

**SUPER TOUGH** chews are very durable, and can last for multiple chew sessions.



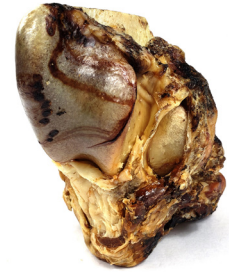
*e.g. Training Bites, 95% Meat Flips, Lamb or Beef Lung Wafers*



*e.g. Gullet Strips/Sticks/Braids, Tremenda Sticks/Discs, Chewy Bulls, Bully Snaps, Bully Bites*



*e.g. Collagen Chews, Bully Sticks, Tendons, Beef Trachea, Yak Cheese, Cheek Rolls*



*e.g. Bones, Antlers, Hooves, Horns*



## SOLVING COMMON PROBLEMS WITH TREATS

**Why is my puppy chewing on inappropriate objects, like my shoes and furniture?**

Chewing is a natural behavior. Dogs NEED to chew, especially when they're puppies. Teething can be a painful experience, and chewing helps provide relief. Give them a long lasting chew, like a bully stick! Make it a regular occurrence and your puppy will learn that treats are appropriate to chew, not shoes.

**Why won't my dog come when they're called?**

Say your dog's name, and give them a treat. Do this over and over again. Your dog will learn that good things happen (they get a treat!) when you call them over.

**Why does my dog seem bored/anxious and engage in behaviors like pacing, whining, demanding attention, etc?**

Put some small treats into a puzzle dispensing toy. Make this a part of your dog's daily routine that they can look forward to. Having a 'job' to do (removing all the treats from a puzzle) is rewarding for your dog, provides mental enrichment, and reduces anxiety.

