



Life is good

For Dogs - 2014





Wag and the world wags with you.


When Life is good approached Planet Dog about a collaboration, our tails wagged with optimism.

There have been few companies that have romped the romp quite like Life is good. It is with great pride that we offer you this collection of our most dog-friendly products, alongside the wagging dogs that make our lives good. After all, happy dogs make good dogs and good dogs make for a good life. Today is a dog's day,

Today, Life is good.

Wags,
Alex & Stephanie and the Planet Dog Pack





These tail-wagging toys are made from Rocket-Gel – a pliable, non-toxic, and eco-friendly plastic that is made in the USA. You can fill with your favorite treats like yogurt, peanut butter, or our Life is good Dog Biscuits. Even place it in the freezer for teething pups or as a refreshing toy on hot days.

Chew what you like.
Like what you chew.



LIG7400 LIFE IS GOOD DOG BISCUITS

These 100% all-natural treats are proudly sourced and baked in the USA and are wheat, corn, and soy free with no wheat gluten. We chose key ingredients to feature in each recipe like parmesan cheese & sweet potatoes, rolled oats and bananas, and cane molasses and ginger that aid in overall health and wellness. The shapes and sizes are perfect for all dogs and can be used to give kudos, to give love or to fill our Rocket-Gel line of toys.

THREE FLAVORS:

Say Cheese!, Go Bananas!, Slobber & Spice.

SIZE: 8 ounces.

CASE COUNT: 6 per flavor



LIG1100 ROCKET-GEL ROCKET BALL

This Rocket-Rugged ball can be used as a fetch toy, a chew toy, a treat-dispensing toy or a brain-stimulating toy. Magically minty. Fearlessly floaty. Determinedly durable. Rightfully recyclable. Can be wiped clean or dishwasher safe.

SIZES: 2.5", 4"

(2.5" fits most standard ball-tossers)

COLORS: 2.5" = Surfer blue, washed plum
4" = Perfect plum, retro green

GRAPHIC: Chew what you like. Like what you chew. Debossed *Life is good* logo on back of balls.

CASE COUNT: 6 per color and size or 6 assorted per size (3 of each color)



LIG1300 ROCKET-GEL FUNNY BONE

This whimsical, silly, and cheerful bone is the perfect toy for long-lasting fun. Magically minty. Fearlessly floaty. Determinedly durable. Rightfully recyclable. Can be wiped clean or dishwasher safe.

SIZES: 5.75", 7"

COLORS: 5.75" = Retro green, perfect plum
7" = Surfer blue, washed plum

GRAPHIC: Debossed Lucky Dog,
Life is good on back

CASE COUNT: 6 per color and size or 6 assorted per size (3 of each color)

PROUDLY  MADE IN U.S.A.

CHEW — 5



Love

Is all you need.



LIG3100 PLUSH SQUEAKY TOYS

Soft, snuggly and so, so squeaky. A dog's favorite. Made with cozy plush and recycled fill. Embroidered *Life is good* logo on each toy. Machine wash cold, air dry.

SIZES: 5", 7"

COLORS: Yellow Rocket Head, Purple Heart

CASE COUNT: 2 per color and size



LIG1200 ROCKET-GEL FETCH BALL WITH ROPE

Made from Rocket-Gel, a pliable, eco-friendly, and non-toxic plastic that is made in the USA. The attached rope makes tossing easy. Magically minty. Fearlessly floaty. Determinedly durable. Rightfully recyclable. Can be wiped clean or dishwasher safe.

SIZES: 2.5", 4" (Sizes do not include rope)

COLORS: 2.5" = Surfer blue, washed plum, 4" = Retro green, perfect plum

GRAPHIC: Lucky Dog with debossed *Life is good* logo on back.

CASE COUNT: 6 per color and size or 6 assorted (3 of each color)



LIG3200 FABRIC FLYERS

Made from a Rocket-rugged poly-canvas and are floatable for fetching fun. Machine wash in cold water, air dry.

SIZE: 10" in diameter

COLORS: Perfect plum, retro green

GRAPHIC: Printed *Life is good* logo on back.

CASE COUNT: 6 per color

These action toys are guaranteed to give high-energy dogs some high-flying fun!

A woman with long brown hair, wearing a purple long-sleeved shirt and black pants, is barefoot on a sandy beach. She is leaning forward, holding a blue and green frisbee in her right hand, ready to throw it. A large, muscular dog with brown and white fur, wearing a green harness, is running towards her with its mouth open, looking excited. The background shows the ocean with waves and some rocks on the shore under a bright sky.

Action Hero

up, up and away



Wander

Wonder



LIG2100 NYLON ADJUSTABLE COLLAR

Rocket-rugged and ready for romps. Durable, flexible, comfortable. Non-toxic, machine wash cold, air dry.

SMALL = 9-13" neck, .5" wide

MEDIUM = 12-19" neck, .75" wide

LARGE = 18-28" neck, 1" wide

COLORS: Rocket head on retro green, heart on perfect plum

CASE COUNT: 2 per color and size

LIG2200 NYLON ADJUSTABLE LEASH

Rocket-rugged and ready for romps. Durable, flexible, comfortable. Non-toxic, machine wash cold, air dry.

SMALL = .5" wide, 5' long

LARGE = 1" wide, 5' long

COLORS: Rocket head on retro green, heart on perfect plum

CASE COUNT: 2 per color and size

LIG2300 NYLON ADJUSTABLE HARNESS

Rocket-rugged and ready for romps. Durable, flexible, comfortable. Non-toxic, machine wash cold, air dry.

SMALL = 16-26" chest

MEDIUM = 22-34" chest

LARGE = 24-40" chest

COLORS: Rocket head on retro green, heart on perfect plum

CASE COUNT: 2 per color and size



Rock it

Rocket



LIG4200 SNUGGLE-UP SWEATER

25% cotton, 75% acrylic. Lightweight & warm.
Hand or machine wash cold, air dry.



XSMALL = 7" **SMALL** = 10"
MEDIUM = 13" **LARGE** = 15"
XLARGE = 18" **XXL** = 24"

COLORS: Perfect plum stripe, retro green stripe
with *Life is good* logo printed on twill label

CASE COUNT: 2 per color and size



LIG6100 100% COTTON BANDANAS

100% cotton, soft & stylish. Hand or machine wash
cold, air dry.

SMALL = 12" x 12"
MEDIUM = 18" x 18"
LARGE = 22" x 22"

COLORS: Surfer blue, washed plum

GRAPHIC: Printed Lucky Dog and *Life is good* logo

CASE COUNT: 2 per color and size



LIG4100 CANINE CRUSHER™ TEE

100% cotton, soft & stylish. Hand or machine
wash cold, air dry.



XSMALL = 7" **SMALL** = 10"
MEDIUM = 13" **LARGE** = 16"
XLARGE = 20" **XXL** = 24"

COLORS: Turquoise blue, perfect plum, retro green
GRAPHIC: Distressed printed Lucky Dog and *Life is good* logo on twill label on arm

CASE COUNT: 2 per color and size



LIG7300 FOOD & WATER PLACEMATS

Safe, durable and easy to clean silicone.
Non-toxic, BPA (Bisphenol A) free and Phthalate free.
Dishwasher safe.

SIZE: 12" x 20"

COLORS: Debossed and textured Half-Full on true blue, Lucky Dog on deepest plum and *Life is good* logo on both.

CASE COUNT: 2 per color



LIG7200 FOOD & WATER BOWLS

Safe, durable and easy to clean silicone.
Non-toxic, BPA (Bisphenol A) free and Phthalate free.
Dishwasher safe.

SIZES: Small 6" x 7", large 7.5" x 9"

COLORS: Turquoise blue, perfect plum

GRAPHIC: Debossed Half-full and *Life is good* around the bowl. Debossed *Life is good* logo on bottom.

CASE COUNT: 2 per color and size



LIG7100 JOURNEY NESTER

Cover has a micro-suede top with embroidered *Life is good* logo and poly-canvas bottom. Contouring memory-foam with a removable non-woven liner. Inner liner should be hand washed or machine washed in cold water, gentle cycle, air-hang dry. Bed covers machine wash, gentle cycle cold, and air dry.

SIZES: Small = 27" x 20" x 2"
Medium = 35" x 23" x 2", Large = 40" x 26" x 2"

COLORS: True blue with plaid, deepest plum with plaid

CASE COUNT: Any 2 beds



Home

is where the heart is

Joy

to the woof.



LIG6100 LUCKY DOG BANDANA

100% cotton, soft & stylish. Hand or machine wash cold, air dry.

SMALL = 12" x 12"

MEDIUM = 18" x 18"

LARGE = 22" x 22"

COLOR: Holiday plaid with embroidered Lucky Dog & *Life is good* logo on woven label

CASE COUNT: 2 per size



LIG4200 SNUGGLE-UP SWEATER

25% cotton, 75% acrylic. Lightweight & warm.
Hand or machine wash cold, air dry.



XSmall = 7" Small = 10"
Medium = 13" Large = 15"
XLarge = 18" XXLarge = 24"

COLOR: Holiday stripe with *Life is good* printed logo on twill label

CASE COUNT: 2 per size



LIG1100 ROCKET-GEL ROCKET BALL

This Rocket-Rugged ball can be used as a fetch toy, a chew toy, a treat-dispensing toy, or a brain-stimulating toy. Magically minty. Fearlessly floaty. Determinedly durable. Rightfully recyclable. Can be wiped clean or dishwasher safe.

SIZES: 2.5", 4"
(2.5" fits most standard ball-tossers)

COLOR: Holiday red

GRAPHIC: Printed Joy to the woof with debossed *Life is good* logo on the back

CASE COUNT: 6 per size



LIG1300 ROCKET-GEL FUNNY BONE

This whimsical, silly, and cheerful bone is the perfect toy for long-lasting fun. Magically minty. Fearlessly floaty. Determinedly durable. Rightfully recyclable. Can be wiped clean or dishwasher safe.

SIZES: 5.75", 7"

COLOR: Holiday red

GRAPHIC: Debossed Lucky Dog and *Life is good* logo on the back

CASE COUNT: 6 per size

Life is good

For Dogs - 2014

Share and promote the Life is good® story and product line through our coordinated signage and signature display. Both signs are available in 5" x 5" and 10" x 10" sizes. Our handcrafted display comes with 2 - 12" x 20" shelves with brackets, 40 - 10" pegs and a double-sided painted Life is good® logo sign.



DISPLAY

SIZE = 22" wide x 5' tall assembled.
(Includes base and locking caster wheels)

SIGNAGE

LIG9001 - 5" x 5" *Life is good* logo
Shelf-talker with easel-back

LIG9002 - 10" x 10" *Life is good* logo
Header with easel-back and grommets
for hanging

LIG9003 - 5" x 5" *Life is good* Wag
Shelf-talker with easel-back

LIG9004 - 10" x 10" *Life is good* Wag
Header with easel-back and grommets
for hanging



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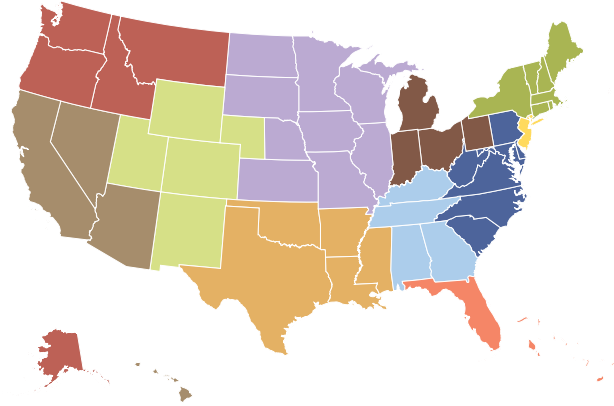
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CUSTOMER CARE SUPPORT:

LIFE IS GOOD PET BY PLANET DOG

At Life is good, we strive to provide "best in class" customer care and we're always here to offer you support. If you have any questions or feedback, we'd love to hear from you.

CUSTOMER CARE

844-LIG-PETS (544-7387)
FAX: 207-761-2525
Orders@lifeisgoodpetretailer.com

AVAILABLE

Monday – Friday
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For more information, please visit www.lifeisgoodpetretailer.com or contact your Life is good Sales Representative.

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