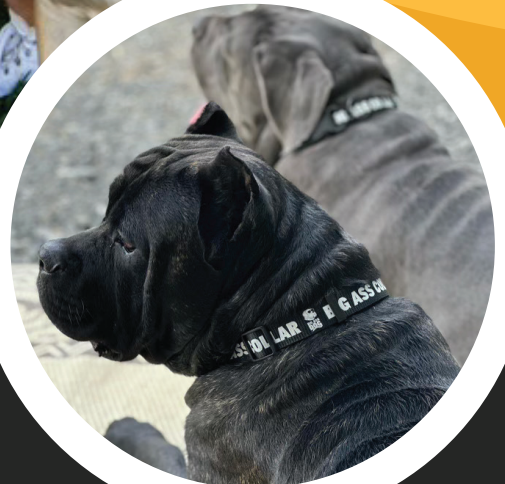




The Big Ass Dog Survival Guide



**FOR HUMANS LIVING
WITH HOUSE HORSES**

BECAUSE REGULAR DOG ADVICE IS FOR YORKIES

Welcome to the Chaos

YOU'VE GOT A BIG ASS DOG. THE KIND THAT CLEARS COFFEE TABLES WITH A SINGLE TAIL SWIPE. THE KIND THAT MAKES STRANGERS ASK IF YOU'RE WALKING A PONY. THE KIND THAT EATS \$80 IN KIBBLE LIKE IT'S A SNACK.

WELCOME TO THE BIG ASS FAMILY.

THIS GUIDE IS HERE TO HELP YOU KEEP YOUR DOG HAPPY, YOUR HOUSE INTACT, AND YOUR WALLET ONLY SLIGHTLY WEEPING. IT'S FULL OF TIPS, GEAR PICKS, AND NO-BS ADVICE FROM PEOPLE WHO'VE LIVED THROUGH THE DROOL AND COME OUT STRONGER (AND SMELLIER) ON THE OTHER SIDE.

LET'S GET INTO IT.



Gear That Won't Tap Out

STUFF THAT CAN ACTUALLY SURVIVE A BIG ASS DOG

- ✓ HARNESSES BUILT FOR TANKS — NO MORE WRESTLING MATCHES. OURS ARE DESIGNED FOR POWER + COMFORT. YOUR SHOULDER WILL THANK US.
- ✓ BEDS THAT DON'T GO FLAT IN 48 HOURS — YOUR DOG DESERVES A THRONE, NOT A PANCAKE. OURS ARE FOAM-FILLED FORTRESSES OF NAP.
- ✓ LEASHES THAT DON'T SNAP AT THE FIRST SQUIRREL — STRONG, STYLISH, AND TESTED ON ACTUAL LUNATIC DOGS.
- ✓ BOWLS THAT DON'T TIP LIKE TITANIC — HEAVY-DUTY, NO-SLIP, SLOBBER-READY. YOUR FLOORS STAY (MOSTLY) DRY.

WANT THE FULL BIG ASS PRODUCT LINEUP? CHECK OUT OUR SHOP!



Feeding the Beast

FEEDING A SMALL HORSE WITHOUT FILING FOR BANKRUPTCY

- ✓ GIANT BREEDS NEED MORE FOOD... BUT NOT JUST MORE.
- ✓ FOCUS ON JOINT HEALTH, BLOAT PREVENTION, AND PORTION CONTROL.
- ✓ FEED TWICE DAILY TO PREVENT SCARF-AND-BARF.
- ✓ PRO TIP: RAISED FEEDER BOWLS HELP REDUCE BLOAT RISK IN LARGE BREED (BY THE WAY - WE'VE GOT ONE IN THE WORKS FOR Q3!)

- ✓ BONUS TIP: WONDERING HOW MUCH TO FEED YOUR BEAST? MOST ADULT DOGS NEED 20-30 CALORIES PER POUND OF BODY WEIGHT PER DAY.
 - COUCH POTATO: 20 CAL/LB
 - MODERATELY ACTIVE: 25 CAL/LB
 - HIGH ENERGY: 30 CAL/LB

EXAMPLE: 120-LB MASTIFF, MODERATELY ACTIVE = 120 X 25 = 3,000 CAL/DAY



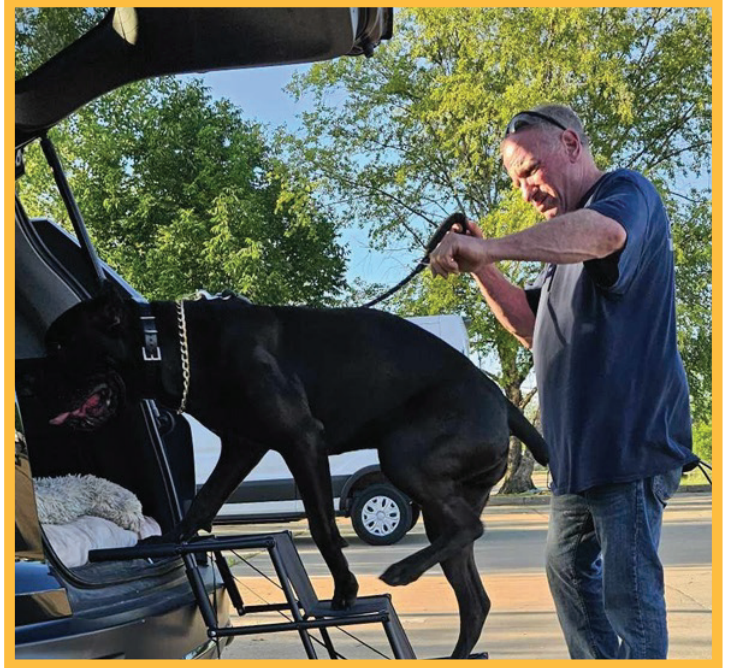
Real Life With a Giant Dog

YES, HE'S FRIENDLY. NO, HE'S NOT A HORSE. MAYBE.

Top 5 Questions You'll Hear Forever:

01. "IS THAT A HORSE?"
02. "WHERE'S THE SADDLE FOR THAT THING?"
03. "HOW MUCH DOES HE WEIGH?"
04. "HOW MUCH YOU FEED THAT THING?"
05. "HOW BIG IS THAT POOP?!"

AND THE BONUS QUESTION: "IS HE FRIENDLY?"
(SAID WHILE REACHING UNINVITED)



Snappy Comebacks:

- ✓ YES, HE EATS SMALL CHILDREN... BUT ONLY THE RUDE ONES.
- ✓ NO, HE'S A MASTIFF. HE ALSO IDENTIFIES AS A COUCH.
- ✓ YOU CAN RIDE HIM, BUT HE CHARGES BY THE MILE
- ✓ HOW MUCH DO **YOU** WEIGH?
- ✓ WHY, YOU COMING UP TO PICK IT UP FOR ME?

AND THE BONUS ANSWER: "HE'S A SIBERIAN CHEESEHOUND -
THEY ARE VERY RARE ;)"

Prepping Your Home for a Big Ass Dog

THIS IS A TOTALLY DIFFERENT KIND OF FIRST AID KIT.. FOR YOUR HOME!



Drool Rags

YOU CANNOT HAVE ENOUGH OF THEM. STASH 'EM EVERYWHERE—HALLWAYS, COUCHES, CARS, POCKETS. YOU DIDN'T REALIZE YOU WERE INVITING NIAGARA FALLS INTO YOUR HOME... SURPRISE! IT WAS SUCH A PROBLEM FOR US, WE DESIGNED OUR OWN SOLUTION: **BIG ASS DROOL RAGS**—SUPER ABSORBENT WITH BUILT-IN HAND POCKETS SO YOU CAN STAY DRY(ISH) DURING IMPACT.



Cleaner

STOCK UP LIKE YOU'RE PREPPING FOR A DROOLPOCALYPSE. YOU'LL BE SCRUBBING... MYSTERIOUS SUBSTANCES OFF WALLS, FLOORS, CABINETS—MAYBE EVEN THE CEILING. WE RECOMMEND **GRIOT'S GARAGE INTERIOR CLEANER**: TOUGH ON GUNK, SAFE FOR MATERIALS AND SNOOTS.



Paint

BEST ADVICE WE'VE GOT? USE EXPLOSION-PROOF PAINT. THESE DOGS WILL RUB THEIR SIDES, BUTTS, AND SNOTTY FACES ALL OVER YOUR WALLS LIKE THEY'RE ARTISTS. YOU'LL EITHER REPAINT ONCE WITH THE RIGHT STUFF—OR WEEKLY IF YOU DON'T. WE'VE TESTED JUST ABOUT EVERYTHING AND SWEAR BY **SHERWIN WILLIAMS EMERALD-GRADE**.



Floors

YOU WANT SURFACES THAT ARE EASY TO CLEAN AND PROVIDE GRIP. SLIPPERY FLOORS TURN SENIOR DOGS INTO UNWILLING FIGURE SKATERS. THINK WASHABLE MEETS "NO BROKEN HIPS, THANKS."

Travel Tips for Big Ass Adventures

EVERYTHING YOU NEED FOR SMOOTH RIDES WITH YOUR SLOBBER MONSTER

Tip #1: Get In Like a Boss

THE SINGLE MOST IMPORTANT THING? MAKE IT EASY FOR YOUR DOG TO GET IN AND OUT OF THE CAR. OUR EVERYDAY RIDE OF CHOICE? A MINIVAN. YUP. UNCOOL? MAYBE. EFFECTIVE? ABSOLUTELY. NOBODY'S JUDGING YOUR WHEELS WHEN THERE'S A LEGEND IN THE BACK SEAT. NO MINIVAN? YOU'LL WANT A RAMP OR SOLID STEPS—BECAUSE LIFTING A 50-POUND PUP IS ONE THING... LIFTING A 150-POUND COUCH-DOG IS A WHOLE OTHER BEAST. LITTLE SECRET? WE MADE OUR OWN: **THE BIG ASS STEPS**.

Tip #2: Buckle Up, Beasts

KEEP YOUR DOG SECURE WHILE YOU DRIVE. A GOOD SEATBELT RESTRAINT CONNECTS TO THEIR HARNESS (NOT THEIR COLLAR—NOBODY NEEDS A NECK INJURY). SAFETY FIRST, SLOBBER SECOND.

ANOTHER SECRET? WE'VE GOT OUR OWN **BIG ASS CAR RESTRAINT SYSTEM** COMING OUT SOON. STAY TUNED.

Tip #3: Don't Forget Water (Seriously)

YOU HEAD OUT. YOU HIT TRAFFIC. IT'S HOTTER THAN EXPECTED. YOU'RE STRESSED. NOW YOUR DOG'S PANTING LIKE A MANIAC. BOOM—HYDRATION CRISIS. ALWAYS, ALWAYS BRING A WATER BOTTLE AND **BIG ASS TRAVEL BOWL**. DON'T BE THE HUMAN WHO FORGOT THE ESSENTIALS.

Tip #4: Confirm It's Really Dog-Friendly

WE'VE HEARD SO MANY STORIES OF PEOPLE GETTING TURNED AWAY FROM BEACHES, RESTAURANTS, PARKS, OR STORES—EVEN ONES LABELED "PET FRIENDLY." BUT "PET FRIENDLY" FOR A CHIHUAHUA IS NOT THE SAME AS SHOWING UP WITH A MOBILE PETTING ZOO. WE SWEAR BY THE **BRINGFIDO APP**—GREAT FOR FINDING BIG DOG-FRIENDLY PLACES, COMPLETE WITH PICS AND REVIEWS. DO YOUR FUTURE SELF A FAVOR AND DOUBLE CHECK BEFORE LOADING THE BEAST.



Join the Big Ass Family

YOU'VE GOT THE DOG. WE'VE GOT THE TRIBE.

YOU'RE NOT THE ONLY ONE DODGING DROOL PUDDLES AND TRIPPING OVER 150+ POUNDS OF LOVE. JOIN THOUSANDS OF FELLOW BIG DOG OWNERS WHO GET IT.

- ✓ MONTHLY PRODUCT DROPS AND GIVEAWAYS
- ✓ EPIC DOG FEATURES (YOUR PUP COULD BE NEXT)
- ✓ HILARIOUS BIG DOG MEMES AND STORIES
- ✓ EXCLUSIVE DEALS AND EARLY-BIRD OFFERS

Contact Us

- 📞 (843) 633-1215
- ✉️ HELLO@BIGASSDOG.CO
- 🌐 WWW.BIGASSDOG.CO
- 📍 1229 38TH AVENUE N, #394
MYRTLE BEACH, SC 29577



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