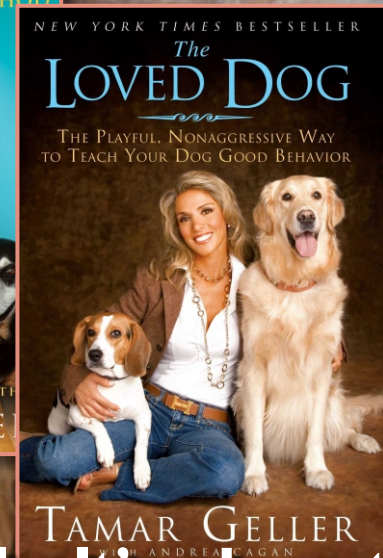


The Loved Dog®

BY TAMAR GELLER

Brand Deck



It's a Lifestyle, It's a Lovestyle®
#theloveddog



The Loved Dog®

BY TAMAR GELLER

*Understanding and celebrating the relationship between dogs and their
PAWrents in all aspects of the life they share and LOVE*



*“She taught me
so much about
dogs...”*

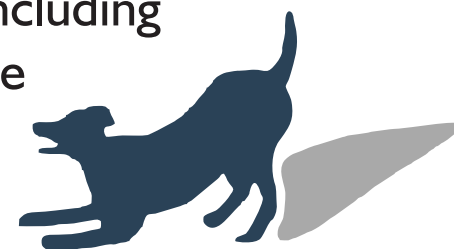
- Kelly Ripa

Celebrities and Influencers Love Tamar and The Loved Dog®

The Loved Dog® brand empowers and strengthens the love between dogs and their PAWrents.

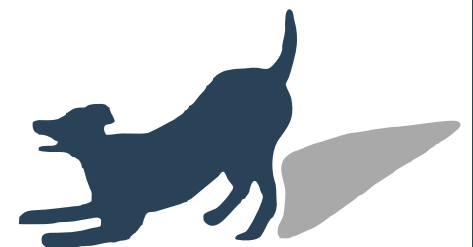
The Loved Dog® brand incorporates over 30 years of work by Tamar Geller, noted dog trainer, behavior expert, New York Times bestselling author and Television/Media personality.

Tamar's unique perspective, and The Loved Dog Method, has catapulted Tamar into the spotlight training dogs (and their families) for celebrities including Oprah Winfrey, Lady Gaga, the Kardashians, Tony Robbins, Reese Witherspoon, Mark Wahlberg, Brad Paisley and many others.

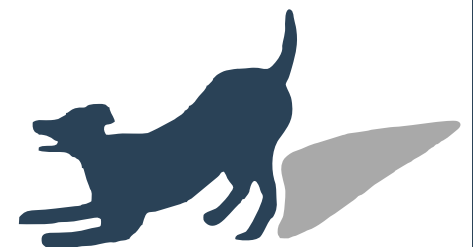
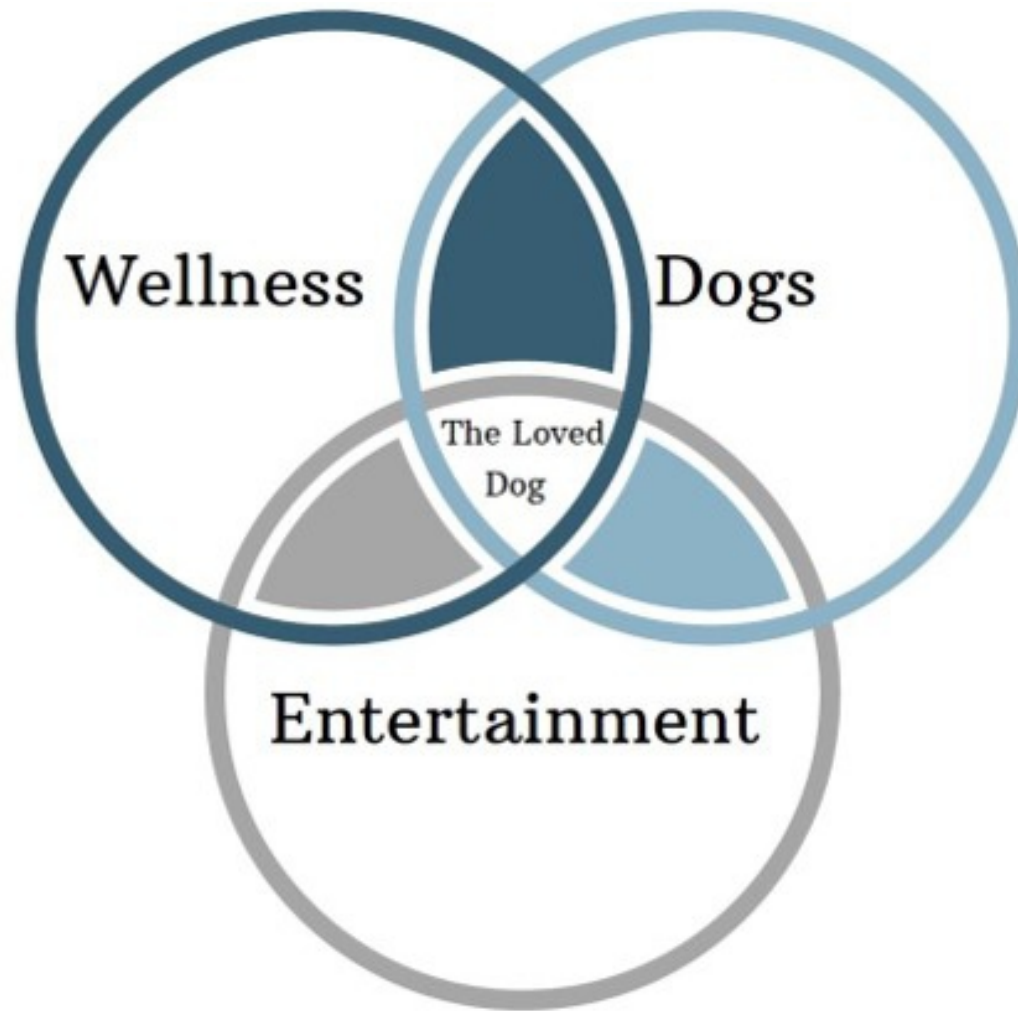


The Loved Dog knows that for a dog PAWrent:

- Their dog is included in every aspect of their life: on the couch, in the car, and in bed with them at night
- Their dog's life is celebrated: from first day home, to birthdays and holidays, and in memories
- When their friends bring gifts for their dogs instead of them, it makes them happy
- They want the best for their dog and are devoted to their loved dog's well being
- They are committed to GIVING their dog UNCONDITIONAL LOVE



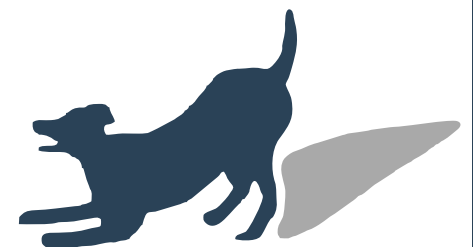
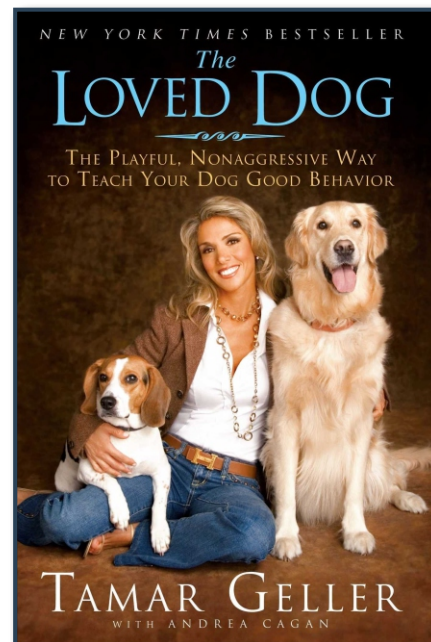
The Loved Dog is unique in that it's a lifestyle brand that crosses three industries.



Tamar Geller: Best Selling Author

The Loved Dog Method is a revolutionary system for teaching your dog to be happy, joyful and well behaved.

Drawing from her service as an intelligence officer with the Israeli elite special forces, and research and observation of wolf behavior in the wild, Tamar polished her craft of dog training by creating “**The Loved Dog**” method of training—a new approach to canine companionship that is based on the intersection of brain science, personal development, and the deep understanding of dogs’ behavior. The Loved Dog method rejects the popular concept of teaching dogs to obey five commands, and instead teaches dogs essential life skills that they need to succeed in our human society.

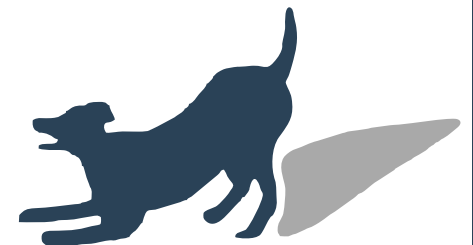


Tamar Geller: A Life Coach for Dogs and Their PAWrents

- Tamar focuses on the relationship not obedience and submission
- Training your dogs includes training yourself
- Tamar urges pup parents to teach dogs “life skills” through love and respect.
- “I see dogs with people problems I don’t see people with dog problems”
- Tamar also dispelled the notion that dogs love unconditionally. Rather Tamar firmly believes that dogs will put in as much effort in their relationships as their owners do. She doesn’t believe in giving commands to a dog!



- Tamar teaches dogs the life skills that allow them to self-regulate, think before acting, and make better decisions. She also teaches the “pawrents” how to be great communicators
- Known for her mindful, fun, innovative and effective methods, Tamar has transformed lives and impacted relationships not only for dogs but also of people, who gained insight into themselves and their loved ones while learning Tamar’s unique and mindfulness-based dog training method.



Tamar Geller Television & Media Personality

Tamar, an ex-resident expert for The Today Show has appeared on various television programs and media outlets, including Oprah, Ellen, The Kardashians, Animal Planet, CNN, Entertainment Tonight, Access Hollywood, Extra, Insider, HLN, Fox News, CNN, HGTV, TLC, Bravo, 20/20, New York Times, The Economist, Hollywood Reporter, Newsweek, People, USA Today, US Weekly, Travel + Leisure, Reporter and Men's Health.



animal planet



TRAVEL+
LEISURE



Dog PAWrents Love Tamar and The Loved Dog

The Loved Dog offers services and products that enhance the dog and their PAWrents love relationship.



The brand resonates with the love that they feel for their dog. They feel that FINALLY, there's a place that allows them to be loving instead of having to be "Alpha".

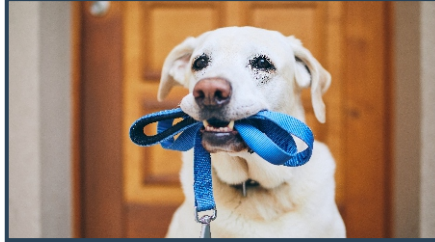


The Loved Dog by Tamar Geller Licensing: Products for Everywhere that Dogs and their PAWrents Share Life

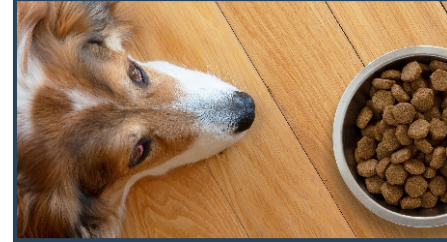
Toys



Leases, Collars, Harness



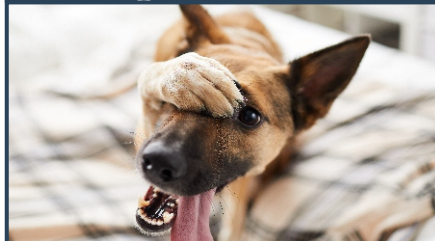
Bowls and Feeders



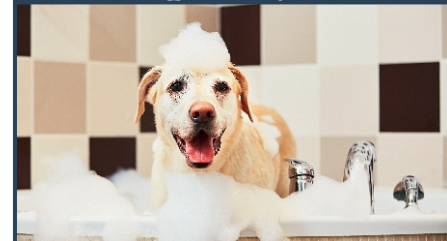
Beds and Blankets



Clothing and Accessories



Grooming – Body and Bath



Unique Perspective and Solutions

The Loved Dog by Tamar Geller Licensing: Products for Everywhere that Dogs and their PAWrents Share Life

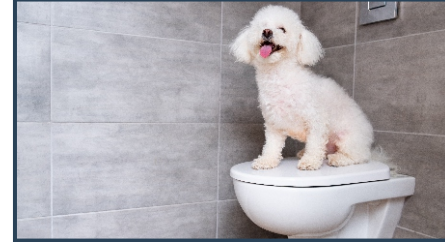
Training and Behavior Aids



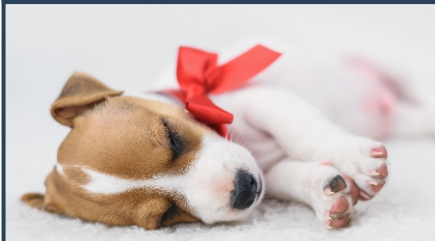
Carriers and Travel



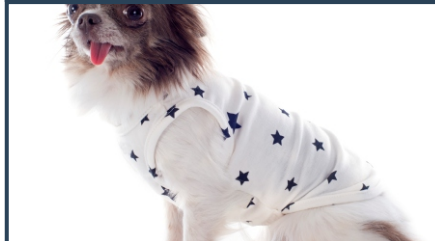
Cleaning and Home Care Solutions



Gift and Celebration



Puppy and Me - Personalization



Furniture and Home Accessories

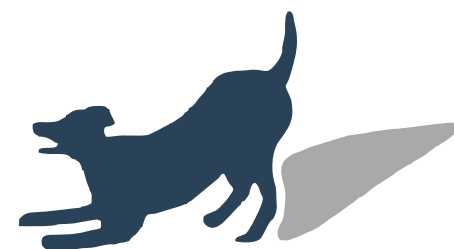


Unique Perspective and Solutions

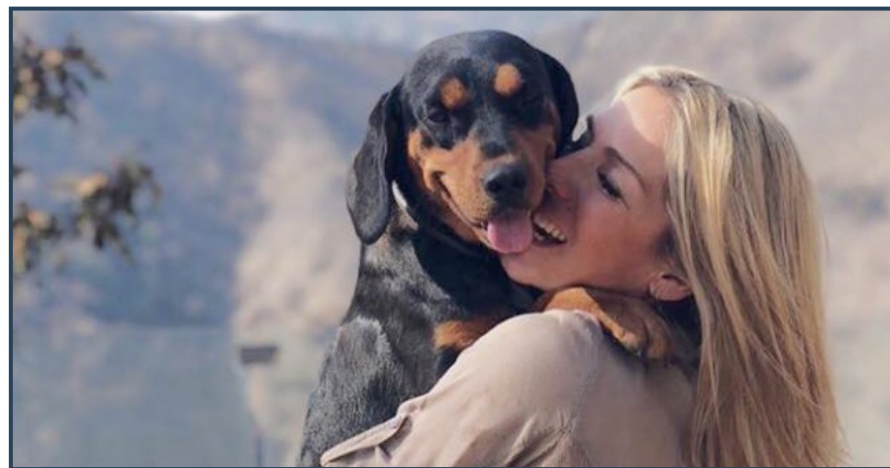


“What we love most about Tamar’s unique dog training method and why we entrust our doggie to her is because Tamar’s core principles for teaching dogs are aligned with our core principles for teaching humans...”

- Tony Robbins



Licensing Opportunities



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