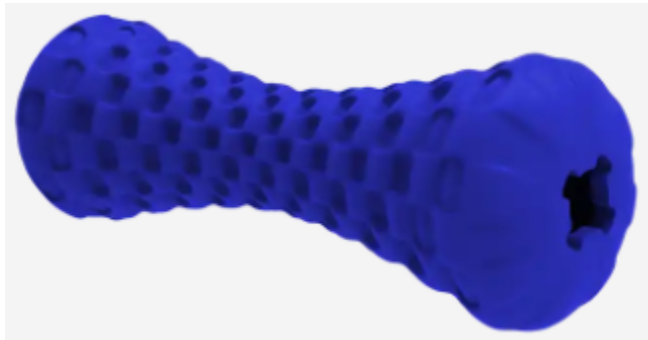




Product Name: LickStick

Product Description: The LickStick is the perfect durable dog toy for interactive play and snack time. Made from high-quality, non-toxic materials, the LickStick has deep grooves to hold your dog's favorite spreadable treat like peanut butter or cheese. The stick's unique design also provides a satisfying chew experience, making it perfect for heavy chewers.



Product Features:

- Deep grooves for spreadable treats
- Durable and long-lasting
- Non-toxic materials
- Satisfying chew experience
- Great for interactive play

Product Specifications:

- Dimensions: 6 inches x 2.5 inches
- Weight: 8 oz
- Material: Non-toxic rubber
- Color: Blue

Product Benefits:

- Provides hours of interactive play and snacking fun
- Promotes healthy chewing habits
- Durable enough to withstand heavy chewing
- Non-toxic materials ensure safe playtime for your pet

- Easy to clean and dishwasher safe

Target Market:

- Pet owners looking for durable dog toys
- Heavy chewers
- Dogs who love to play and snack
- Price: \$14.99

Packaging: The LickStick comes in a clear plastic packaging with a product label and branding.

Marketing and Sales:

- Sell on the company website and third-party e-commerce websites such as Amazon and Chewy
- Social media marketing campaigns
- In-store displays and promotions
- Partner with pet influencers for reviews and endorsements

Competitors:

- KONG Classic Dog Toy
- West Paw Design Zogoflex Tux
- Chuckit! Ultra Ball
- Benebone Wishbone

Unique Selling Proposition: The LickStick's deep grooves make it perfect for spreading your dog's favorite treat, giving them a satisfying snacking experience while promoting healthy chewing habits. The durable design is perfect for heavy chewers, making it a long-lasting addition to your dog's toy collection.