



# Dogstars

An Astrological Guide to Pooch Personalities



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# Aries

(MARCH 21 – APRIL 20)

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## T H E B O R N E X P L O R E R

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*As warming breezes replace the last bits of melting snow, this pup's personality comes into full bloom.*

The Aries dog needs a companion who can keep up during the springtime, when all the crisp new smells and sounds have to be tracked down and experienced firsthand. As spring leads into summer, you'll notice that your Aries friend balances its love of adventure with a keen appreciation for routine. This pooch will memorize the location of every water dish in the neighborhood, from fire station to boutique, in addition to which spots offer the best doggie snacks. As you get put through your daily paces, expect to become well acquainted with the places that offer Sweet Little Butterpup™ treats.





# Taurus

(APRIL 21 – MAY 20)

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## T H E Q U I E T O N E

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*Although the headstrong bull represents Taurus in the traditional Zodiac, pooches born under this sign couldn't be more easygoing.*

This dog's fondness for long naps under snuggly blankets makes it the ideal companion for folks who love rainy Sundays. When you do finish watching that movie or working the crossword, however, keep an eye out. This devoutly loyal friend will no doubt be snoozing right at your feet. Don't mistake the laid-back demeanor for laziness. A single knock at the door can transform this protective pet into a highly alarmed, four-legged home-security system.





# Gemini

(MAY 21 – JUNE 21)

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## T H E E I N S T E I N

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*This talkative pup exhibits keen intelligence from an early age.*

Don't be surprised if this chatty customer starts yelping for outdoor bathroom breaks—or picks up the “Speak!” command—earlier than expected. You just might end up looking like a veritable Dog Whisperer as this whip-smart pooch quickly learns a whole list of increasingly complex tricks. (For even faster results, keep plenty of Sweet Little Butterpup™ treats on hand as rewards.) Just be sure that your brainy buddy remains occupied, as a neglected, naturally curious Gemini dog will quickly find ways to amuse itself around the house.





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## T H E L I V E W I R E

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*A big appetite gives this dog its seeming inexhaustible energy.*

Morning walks can turn into sprints that end up as entire afternoons jogging through distant neighborhoods—and the Cancer dog still keeps going. All that energy has to come from somewhere, of course, and these little forces of nature are famous for their insatiable appetites. To keep your tireless friend running on all cylinders, pocket a few Sweet Little Butterpup™ treats before heading out for the day's activities.





# Leo

(JULY 23 – AUGUST 22)

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## T H E P R O T E C T O R

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*With loads of self-esteem and fierce protectiveness, this pooch serves valiantly in both K-9 and family units.*

It's small wonder that so many pooches born under this sign become accomplished police dogs. A natural sense of heightened confidence—combined with intense protectiveness of human friends—gives this dog the ability to excel as a member of the squad or household. Just don't expect your K-9-caliber buddy to make too many pals outside the home. Although physically aggressive only when warranted, this regal pooch will strut through the busiest dog park without giving its furry peers the time of day.



# Virgo

(AUGUST 23 – SEPTEMBER 22)

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## T H E P E R F E C T I O N I S T

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*A highly organized stickler for details, this pooch expects its owners to run a tight ship.*

The only thing this pet enjoys more than a game of fetch is carefully arranging its chew toys afterwards. Virgos exhibit exceptional tidiness, but be forewarned: They expect the same level of neatness from their owners. A messy home will result in an uncomfortable pooch who's not afraid to voice its displeasure in any number of ways. The Virgo's need for order indicates the animal's larger love of routine, including eating, exercising and sleeping at predictable times.





# Libra

(SEPTEMBER 23 – OCTOBER 22)

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## T H E N U M B E R - O N E F A N

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*No doggie gate on earth can keep this pooch from what it wants, but all it usually desires is a little love and affection from human pals.*

Put the favorite toy back as soon as you finish dusting. Immediately after the buzzer goes off, get that well-worn blanket out of the dryer and back on the couch. And if this pup gets so much as one whiff of Sweet Little Butterpup™ treats, you might want to consider building your own stock room. Libra dogs become instantaneously and irrevocably attached to what they like, including humans. Won over by unquestionable loyalty and love, Libra owners quickly learn to forgive this dog's quirky fixations.





# Scorpio

(OCTOBER 23 – NOVEMBER 22)

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## T H E B E S T F R I E N D

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*Deeply attuned with human moods and just a smidge on the emotional side, this dog forges profound relationships with owners.*

Try to avoid thinking about that upcoming trip to the vet's office whenever the Scorpio pooch is in the room. Human moods deeply affect this incredibly sensitive animal, to the extent that Scorpio dogs can actually read their owners' minds. (Or so we've heard.) This impressionable, sometimes delicate, canine will always rally around a bummed-out friend, but stern reprimands will result in a pouting pooch. Luckily, Sweet Little Butterpup™ treats are a can't-miss make-up gift.





# Sagittarius

(NOVEMBER 23 – DECEMBER 21)

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## T H E D O G ' S D O G

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*The toast of any dog park, this friendly pooch interacts easily with alphas and bottom-rung pups alike.*

All creatures great and small appear to the Sagittarius dog as potential buddies. This affability often results in panicked squirrels and cats running for their lives, unaware that their pursuer just wants to dole out some good old-fashioned face licks. Widely regarded as the ideal addition to households with established pets, this agreeable pooch often integrates easily into pre-existing packs. The Sagittarius also shows special fondness toward children—especially when those children offer Sweet Little Butterpup™ treats in exchange for handshakes





# Capricorn

(DECEMBER 22 – JANUARY 20)

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## T H E W A T C H D O G

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*Visitors and even new furniture might receive a few warning growls, but this dog's love of structure and consistency has a definite upside.*

Shuttling children from school to practice and then home day after day might not exactly be your idea of fun. But to the Capricorn dog, on-the-dot routine makes for an absolute blast, especially when your four-legged buddy gets to go along for the ride. Many pups born under this sign work as shepherders, benefitting from their natural love of well-regulated environments. More than a few new parents have benefitted from the Capricorn's diligent patrols of the house, when it makes sure that everything—and everybody—is exactly where they need to be.



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# Aquarius

(JANUARY 21 – FEBRUARY 19)

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## T H E P E O P L E P U P P Y

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*Never one to fight getting a bath, this dog adores water—almost as much as it values human companionship.*

Some canine experts believe that human company matters more to this furry little hydrophile than H<sub>2</sub>O itself. Given its unquestionable love for people, perhaps it's true that visiting the beach with its owner means more to the Aquarius dog than actually swimming in the ocean. Either way, expect plenty of long summer walks with this enduring companion, punctuated by all-out sprints toward unscrewed fire hydrants.





# Pisces

(FEBRUARY 20 – MARCH 20)

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## T H E C H A R M I N G S N O B

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*The adorable Pisces pup keeps its friends close, but doesn't allow every new face into the pack.*

This pooch could very well be responsible for the phrase “puppy-dog eyes.” An extremely expressive animal, the pup’s pleading looks can melt the heart of even the most steadfast cat-lover. Although they turn on the charm quickly after accepting a new acquaintance as part of their clique, Pisces can also be incredibly fickle. Some new acquaintances will never get the seal of approval, no matter how many Sweet Little Butterpup™ treats they extend as peace offerings. This disposition makes for some interesting scenes during holiday gatherings and stands as a testament to Pisces’ fierce pack-oriented loyalty.





# 365 Love

(JANUARY 1 – DECEMBER 31)

*The Loving, Caring, Affectionate, Warmhearted, Devoted, Tender, Cuddly, Very Good Dog Indeed*

The adopted dog deeply appreciates being welcomed into human families—and more than repays the favor with a lifetime of devotion and love.

Depending on its undocumented Zodiac sign, an adopted dog might exhibit an easygoing personality, tons of energy or an aptitude for learning tricks. Regardless of specific personality traits, however, there's one characteristic that you can count on from this pooch: pure love. Adopted dogs fill their new homes with excitement and appreciation. They thrive on human companionship and form deep, permanent bonds with owners. As a tribute to our canine friends, we strive to put the same level of dedication and love into each batch of Sweet Little Butterpup™ treats.

