

12 DAYS OF Mischief

VITAL
ESSENTIALS



Meet **Kitty on the Counter** and **Hound on the Ground**—two limited-edition toys made for real pet parents who embrace the mess.

Every parent knows the holidays never go as planned—and pet parents know it best. Wrapping paper gets shredded, cookies disappear, and the tree? It was never going to stay upright.

This year, we're leaning in with two new holiday troublemakers who turn chaos into cheer. You can't keep the cat off the counter or the dog from unwrapping gifts early—but you can control what goes in their bowl.

THE 12 DAYS OF MISCHIEF ARE HERE

Grab your camera, set the scene, and show us how real pet parents celebrate. The messier the setup, the better the story. Post for a chance to win \$1000 worth of Vital Essentials products.

DAY 1



THE GIFT GRAB

DAY 2



THE COOKIE SWIPE

DAY 3



THE TREE CLIMB

DAY 4



THE STOCKING SNIFFER

DAY 5



THE TAG SWAP

DAY 6



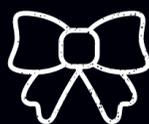
THE PAPER SHRED

DAY 7



THE LIGHT SHOW

DAY 8



THE BOW BANDIT

DAY 9



THE BAG BREACH

DAY 10



THE SIDEWALK SLIDE

DAY 11



THE BED TAKEOVER

DAY 12



THE GRAND FINALE

HOW TO PARTICIPATE

1 SHOP THE TOYS

Grab Kitty on the Counter and Hound on the Ground.

2 STAGE THE SCENE

Use our 12 Days of Mischief prompts for daily inspiration.

3 SHARE THE CHAOS

Post your photos using **#12DaysOfMischief** and **#Sweepstakes**, and tag **@vitalessentialsraw** for a chance to be featured.

OFFICIAL SWEEPSTAKES RULES

- Follow **@vitalessentialsraw** (on Instagram or TikTok) and tag a friend in the comments (max 1 entry per platform. 2 total entries possible.)
- For an additional entry, share your mischief scenario in-feed via Instagram or TikTok using our Vital Essentials Hound on the Ground or Kitty on the Counter toy from **www.vitalessentials.com** and tag us **@vitalessentialsraw** (either photo or video will be accepted, no Instagram or TikTok stories) and use the hashtags **#12daysofmischief** & **#Sweepstakes** in caption.