



Mutt, Inc. creates and sells merchandise that celebrates the mixed breed or really, the underdog. Don't get us wrong, we adore ALL animals. The love and devotion we receive from purebreds, mixed breed dogs & cats and any other 4-legged friend is undeniable. But the mutts of the world hold a special place in our heart...probably because they are the underdogs.

I don't know about you but when we hear someone say, "Oh, he's just a mutt," we go bonkers! Think about it. When we say an animal is JUST a mutt, how are we defining them? We know it's mostly an innocent statement but if we as a society use our vocabulary to keep these mixed breeds down at some low level, they will continually be viewed as "less."

Spending years in the animal rescue field, we've heard all the myths associated with particular breeds. We've seen people pass by shelter runs containing "scruffy mutts" to adopt the purebred in the adjacent cage. Instead of perpetuating the dictionary definition of mutt, "A mongrel dog" or "A person regarded as stupid," Mutt, Inc. celebrates not excuses the individuality of these mixed bundles of love.

If someone asks you, "What does 'Just Fix It' mean," tell them it means a few things. It means "fix" (spay or neuter) your pet to curb the animal overpopulation problem and by doing so, you'll "fixing" an enormous problem in our country.

Our mission at Mutt, Inc. is 3-pawed:

- To provide fun, fashionable products adorned with slogans that will make heads turn and generate some buzz about companion animal issues
- Promote homeless animals by featuring them on our web site and in our fulfillment packages
- Contribute a portion of every purchase to an animal rescue organization (Raining Cats and Dogs of Boca Raton is our benefactor in 2003)

Promote your pet. Be vocal about the importance of spaying and neutering. Encourage others to adopt homeless animals. Say what you want. Wear what you feel. Just say something!

Whether you have a mixed breed dog or cat or just love pets in general, Mutt is the brand for you. Heck, maybe you aren't interested in animals at all but just think our slogans are cool...that's great too, come on board!

Together, we can make a difference – in a Mutt, Inc. kind of way!

