

# EVOLUTIONARY HISTORY OF THE SQUAREPEGTOYS® PUPPY TAIL

I

**FALL 2001**

We see the first tail appear as a simple sculpted wedge of silicone inserted into what was the Spade Plug.



**WINTER 2002**

It wasn't long until feedback was coming in about what pups were looking for. Three things came out of this 2nd generation, distinguished by their square tipped, and very lightly textured tails:

1. Characteristic tail shape
2. Anvil Tip: an ingenious way to use the natural motion of squeezing your hole to make the tail move and wag up and down.
3. The egg shaped plug. Anyone who has enjoyed the Egg Plugs can thank the pups for their genesis.



Flesh tones were also tried at this time.

II

**SPRING 2010**

The introduction of the Wag style tail also spurred on a new plug design that was smoother, but proved to be more difficult to hold in. This generation plug would die out by 2013.



III

**SUMMER 2011**

The species further diversifies with 3 new tail designs.

~~~~~ DOCKED  
 ~~~~~ WOOFY  
 ~~~~~ PUG/PIG



**2009**  
 Pups find the plug so comfortable they demand it be made available without a tail.



IV

**SUMMER 2013**

We witness the appearance of the 4th and most current generation of puppy tail. Through active design participation of the pup community in 12 years the tail balance and plug shape has been perfected. So much so, that most all puppy tails produced worldwide now follow the same design standards developed by pups and SquarePegToys®. They might go by a different name, but their DNA is inherently SquarePegToys®.



**FALL 2014**

The first of its kind, a new sub-species evolves out of the Gen4 tails. These tails without plugs develop an adaptive flange that let them be worn with gear and are called "Show Tails". Happy and Woofy are first to appear.



**FALL 2017**

Stub/Docked and Docked/Pointer



## COLORS

**SUMMER 2014**



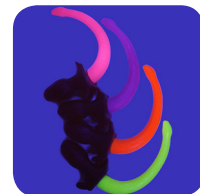
Having reached a pinnacle, the design ceases to evolve but we now begin to see variations appear. Primary colors are the first to manifest themselves.

**FALL 2015**



Within a short time the bio diversity of colors grows to 10 in response to the need for pups to be able to differentiate themselves from one another.

**WINTER 2017**



Social habits evolve and the need for colors that glow under black light spurs another evolutionary jump in the puppy tail. First it's Lime, Orange and Violet, and by Summer of 2018, Pink appears.