For further information about the Eukanuba range call the care line or visit us at www.eukanuba.co.uk

FREE CARE LINE
00-800 241 53 414
FOR EXPERT ADVICE

THE PUPPY GUIDE
GET HIM READY FOR AN EXTRAORDINARY START

FUEL EXTRAORDINARY
DEAR PUPPY OWNER,

Congratulations on becoming a dog owner! Dogs are true friends, trusting companions and challenging training partners.

You started your journey by asking yourself what breed would suit your lifestyle. This is not an easy decision, with over 210 breeds to choose from differing in size, look and character: from the tiny Chihuahua to the giant St Bernard, from the playful Fox Terrier to the elegant Dalmatian. We are sure you found your ‘dream dog’, and now you are about to start experiencing the exciting period of puppyhood.

Eukanuba is proud to be Partners in Pet Nutrition with the Kennel Club

The Kennel Club is the largest organisation in the UK devoted to dog health, welfare and training. Our objective is to ensure that dogs live healthy, happy lives with responsible owners. We run the UK’s largest registration database for both pedigree and crossbreed dogs, as well as supporting research and dog welfare charities. We are committed to providing education and advice to puppy buyers to ensure that they buy the right breed for their lifestyle, from a responsible breeder.

Among the topics included in this Puppy Guide is advice on diet, training, environment and healthcare for your puppy. You can also learn about how Eukanuba nutrition gives your puppy an extraordinary start. For more information and articles, please visit www.eukanuba.co.uk/puppyclub.

At the Kennel Club, we understand that high quality puppy nutrition forms the foundation of a dog’s long-term health and well-being. We have been ‘Partners in Pet Nutrition’ with Eukanuba since 2009 because we believe that excellent...
nutrition gives your puppy the best chance of achieving their full potential.

We wish you lots of joyful moments and exciting times with your new companion.

Best regards,

Caroline Kisko, Secretary
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THE RIGHT BREED FOR YOU

Choosing to bring a puppy home is a big decision – a commitment of up to 15 years or more that you should not enter into lightly.

Once you have made a positive decision you need to choose the most appropriate breed, taking into consideration many factors including your lifestyle, home, surroundings, work pattern, family, other pets, budget, etc. Look in books and on the internet to find out about the different breeds and their specific needs. Talk to your vet, friends, family and neighbours who own dog breeds you are considering. Having narrowed your selection, you need to look for suitable breeders. Looking at the Kennel Club’s Find a Puppy website is a great place to start (www.thekennelclub.org.uk). Once you’ve made a shortlist, it’s a good idea to meet them and their puppies.

Look ahead - your cute new puppy will soon be a fully grown dog requiring years of affection, nourishment, care and training.
WELCOMING YOUR NEW PUPPY

SELECTING A BREEDER

The breeder you go with has a huge influence on the wellbeing of your future puppy, so be prepared to ask some questions that will help you make an informed choice. If possible, ask for references from other owners. Where possible, find a Kennel Club Assured Breeder - The Kennel Club provides the most comprehensive and up-to-date list of breeders and Kennel Club Assured Breeders with pedigree puppies currently available on the Find a Puppy service.

Assessing the breeder and their puppies

Kennel Club Assured Breeders and other responsible breeders should do the following:

• Follow recommended breeding guidelines
• Make use of health screening schemes, such as testing for hip problems and eye conditions, which will help owners to predict the future health of their puppy (N.B Assured Breeders MUST use the health schemes)
• Ensure the puppy is seen with its mother, to give an indication of how the puppy is likely to turn out
• Be prepared to answer your questions about the breed
• Give new owners written information regarding the socialisation and training of the puppy
• Be there as a point of contact throughout the puppy’s life to ensure that the dog and owner have a happy and fulfilling relationship

If a breeder doesn’t follow these guidelines and if the puppies do not appear happy and are not kept in good conditions, then look elsewhere.

• Ask about their age, how many litters the sire has fathered and how many the dam has given birth to. Provided guidance on this point - the Kennel Club states that a bitch should not have more than 4 litters in its lifetime.
• Are both parents healthy? Does the breeder have any relevant health test results for the sire and dam? This is very important - particularly if there are any health risks associated with the breed, e.g. hip dysplasia. If you are unsure, take the registration numbers and you can check for yourself the health tests and pedigrees of the sire and dam on the Kennel Club website - with additional guidance and advice on health schemes.

The litter

• Check if there have been any health issues in this or previous litters. Ask if the litter has been tested for any known hereditary issues.
• Ask what socialization activities have been done with the puppies to date.
• Enquire about their feeding pattern, what they are eating and what the breeder recommends once the puppies are weaned.
• Find out about a worming and vaccination schedule.
• Ensure that all registration papers are in order.

• As well as examining their physical appearance, ask about and assess their temperament.
Choosing a puppy is a big emotional decision. Different puppies may display different characteristics (lively, reticent, playful) – but how you train your puppy will have a fundamental influence on their behaviour in future.

**Male or female?**
It will help narrow your choice if you have already made this decision prior to seeing the puppies.

**Temperament and character**
You should have already made some judgements about this beforehand to ensure the breed you choose suits you and your lifestyle.

**Physical attributes**
Make sure that your new potential puppy is healthy and active. If you are intending to show or breed from your puppy in the future, then ensure that you discuss this with the breeder and have a good understanding of health tests and the breed standard.
EARLY DEVELOPMENT

Your puppy is likely to be 8 weeks old when you first meet him. With the help of his mother and breeder, he will already have taken some important steps to becoming a well-balanced and socialized dog.

The neonatal period  
(Birth–2 weeks old)  
In the first days of his life, your puppy relied entirely on his mother to feed him and keep him warm. However, your breeder will have handled him gently, introducing him to human contact.

The transitional period  
(2–3 weeks old)  
The sensory capabilities and motor skills develop quickly as physical changes enable your puppy to see, smell, hear, taste and touch his new world for the first time. By the end of this period he will have learned to walk. Your breeder will have ensured the secured living area was large enough to remove himself from the sleeping area to urinate and defecate.

The awareness period  
(3–4 weeks)  
He will have started to learn how to eat without suckling and it is possible that his mother may have started to discourage feeding from her. At this sensitive time, your breeder may have started to introduce him to solid feeding.

Initial socialization  
(4–8 weeks)  
The greater the variety of positive experiences your puppy has before the age of 8 weeks old, the more

With his first milk teeth developing towards the end of this stage, your puppy will have started to lap up liquid, chew on soft food and even wag his tail.

At this stage, a stable and familiar environment in which to explore is vital for a puppy.
prepared he will be to cope with the
day-to-day experiences in life. Your
breeder knows this and will have
handled him frequently. To prepare
him for life without his mother, your
puppy will have been weaned from
suckling her to eating solid food
and he will now be self-sufficient in
feeding and drinking.

Your breeder should pass to you
an information sheet on all the
socialisation activities they have
completed with your puppy and
advice on the actions you need to
continue with. For more information
on puppy socialisation go to
www.puppyplan.org.uk

Your puppy’s first bark and bite will have
occurred – and he will have learned
what it feels like to have the same done
to him!

Human contact is integral to effective
health care and grooming, so it is vital
your puppy grows accustomed to it from
an early age.
PREPARING FOR YOUR PUPPY

Puppy proofing your home
Before you bring your new puppy home for the very first time, ensure that your home is suitably prepared.

Here are some important tips to help keep him out of harm’s way:

• Store all detergents and chemicals out of your puppy’s reach.

• Store breakable items safely out of the way.

• Hide or cover electrical cords so he won’t chew on them.

• Keep kids’ toys off the floor (may be swallowed)

• Use a cover and/or protective fencing if you have a pool or a hot tub.

• Restrict access to plants that are dangerous to dogs, including poinsettias, azaleas, rhododendrons, dumb cane, Japanese yew, oleander and English ivy, to name a few.

The journey home
Take a towel when you go to collect your puppy. Rub it on mum and littermates so you can bring some of their scent home to help familiarize him with his new environment.

Take some paper towels and a plastic bag too – just in case your puppy gets carsick. Consider buying a travel crate suitable for his breed size as this will provide a secure and familiar environment to travel in, now and in the future.

Before setting off, spend some time with him in the car to allow him to become accustomed.

Your puppy will be naturally inquisitive. Keep his exploration fun and safe and anything harmful out of reach.
Often a puppy's second trip in a car is to see the vet – therefore make his first journey a positive experience.
Supplies you will need

☐ Complete and balanced Premium puppy food (see “Choosing food”).
☐ Treats for training.
☐ Stainless steel, non-slip food and water bowls.
☐ ID tags with your contact information, and your vet’s.
☐ A break-away collar and 2-meter leather or nylon lead.
☐ Brushes, combs and dog shampoo.
☐ Cleaning supplies such as a stain remover, paper towels, floor dusters and a deodorizing spray.
☐ An airline-approved home and travel crate (large enough to transport him as he grows).
Sleeping and eating arrangements

Choose wisely where your new puppy will sleep. It is important that he can see family life and is not in a draft with suitable dog bedding to sleep in. You must also choose a place for him to eat with enough room for food. Always ensure fresh water is available for him.

Create designated sleeping and eating to help him acclimatize to his new home. Always ensure he has fresh water available.

Choosing a name for your puppy

• Names should be short. A two-syllable name is best because it is brief and will not be confused with one-syllable commands such as “no” or “sit”.

• Be consistent. All family members should use the same name for the puppy.

A short, two-syllable name will avoid confusion with single-syllable commands.
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Taking Care of Your Puppy’s Health

**Your puppy’s first vet visit**
We recommend taking your pet to the vet soon after he is home. The visit will likely include:
- An external check, including examination of the puppy’s heart, lungs, coat, muscles, eyes, ears and mouth
- A faecal exam to check for internal parasites
- A question-and-answer period
- The scheduling of vaccination

**The decision to spay/neuter**
Make sure there are no surprises by having your little one neutered or spayed, provided you don’t want to become a breeder. Ask your vet.

Your dog’s breeder is also well placed to advise you of how neutering may affect your dog’s future weight and coat quality.

Some Common Worms

**Intestinal worms**
There are different intestinal and other worms such as hookworms, roundworms, whipworms, tape-worms and lungworms that can affect your puppy’s health. The worming treatment that your vet has prescribed ensures your puppy is protected from these parasites.

Worming is recommended at two, four, eight and 12 weeks and then monthly to keep your dog healthy and reduces the risk of worms transferring from your dog to you, your family and friends.

**Zoonotic diseases**
Many intestinal worms that infect dogs can cause zoonotic diseases. Although the risk of contracting such infections is low, it is important to remember that zoonotic diseases can be transmitted from your pets to you and your family. Some parasites can cause serious illness and children are especially susceptible to zoonotic diseases.
A HEALTHY PUPPY MEANS A HEALTHY FAMILY

Protect your family too
Luckily, you can help reduce your family’s risk of contracting zoonotic diseases by administering a broad spectrum worming product.

Healthy puppy
- Take your puppy for regular veterinary examinations.
- Give your puppy regular parasite protection with suitable worming treats.

Healthy family
- Ensure children wash their hands before eating and after playing outside or with pets.
- Clean up after your puppy quickly to remove the chance of worm eggs being exposed to the family.
- Prevent your puppy from licking children’s faces.
- Never eat anything your puppy may have licked.
• Ensure children wear shoes when playing outdoors in areas where dogs defecate.

• Cover children’s sandpits when not in use.

• Wear gloves or wash hands when gardening.

Fleas
Fleas are bloodsucking parasites that can feed, breed, and lay eggs on your new puppy. They can cause extreme discomfort and itching, with signs including scratching, biting and hair loss.

Female fleas can lay up to 50 eggs per day. The eggs fall from the dog’s coat into the environment such as the dog’s bedding, carpets, furniture and the garden. Fleas can end up infesting the home and can bite humans too.

Fleas, fleas everywhere
The optimal environmental conditions for fleas are warmth and humidity, making them a year-round problem. The most effective flea-control program will therefore involve an integrated approach that reduces the flea population in the environment, as well as on your pet.
Integrated flea control

As a guide, an integrated flea-control program would consist of:

- A flea adulticide to kill adult fleas on your dog. Use it at the start of a flea management program, then any time you notice fleas on your dog.

- A flea protection treatment to break the flea lifecycle. It stops adult fleas from producing viable eggs, and prevents flea larvae from developing into adults. Use once a month, all year round.

- Cleaning measures such as frequent cleaning of floors and the dog's bedding, to further reduce the environmental flea population.

If you are concerned, speak to your vet for further advice.

Adult fleas only account for 5% of the total flea population.

The other 95% is made up of the eggs, larvae and pupae - they remain hidden waiting to develop and jump onto the dog! For the best flea protection, all dogs in a household should be treated to stop the flea breeding cycle.
**Vaccinations**

Many dog diseases can be easily prevented with vaccination. You should discuss your puppy’s vaccination program with your vet at your puppy’s first visit.

Infections spread when dogs come in contact with infected dogs or sniff around areas where an infected dog has been. Avoid areas frequented by other dogs, until your puppy’s vaccination program is completed.

**Micro-chipping**

To help avoid the heartache of losing your new best friend, ask your vet to microchip your puppy. It only takes a few minutes at your local veterinary clinic to inject the tiny microchip under your puppy’s skin. Once it is microchipped and your details recorded on a national database such as Petlog, your dog is identified for life. In 2016 it will be compulsory for your puppy to be chipped. If you wish to travel outside the country with your dog microchipping and up to date contact details are mandatory.

**DAY-TO-DAY CARE**

It’s exciting bringing a new puppy into your life. You probably can’t wait to show your friends the cutie you picked out. Here are some things you can do to help your puppy feel as comfortable as possible in his new home:

- Teach children not to be rough with your puppy - no pulling the ears, whiskers or tail.
- Act calm and quiet around your puppy.
- Provide a warm, soft bed (or box/crate) in a cosy place out of the way.
- Give your puppy a soft, indestructible toy or two (large enough that they can’t be swallowed).
Basics for your puppy
Below are the basic items you should always have available for your puppy:

• **Food and water bowls**
  Stainless steel is easiest to keep clean and doesn’t break.

• **Collar**
  You should be able to fit two fingers under the collar when it’s on your puppy. Check the fit often because puppies grow quickly!

• **Lead**
  For toilet walks or for spending time in an unfenced location, your puppy will need an appropriate lead and harness.

• **Toys**
  Playing with toys helps your puppy’s balance and motor skills. Chew toys can help him shed his baby teeth. Stay away from toys that can be swallowed.

• **Vacuum cleaner and lint brush for carpets and upholstery**
  Unless you’ve strategically picked out a breed that doesn’t shed, hair will be everywhere your puppy has been.

• **Exercise**
  Once your puppy has completed his vaccination course you will be able to visit dog exercise parks and beaches together – check with your local authorities for a list of dog-friendly places.

**Skin and coat care**
Keeping your puppy’s skin healthy and his coat shiny requires good nutrition and regular grooming. Make the experience enjoyable and calm. Gentle brushing with a soft brush for short periods of time is best for you and your puppy to bond.

**Bath-time blues**
Did you know that puppies don’t require very frequent bathing? In fact, too much bathing can be drying and harmful to the skin.

• Human shampoos and household detergents are unsuitable.

• Use a gentle soap-free shampoo designed for dogs – check with your vet.
**Teeth**

Your puppy has temporary teeth until about four to six months of age, so don’t be alarmed if you see teeth falling out before then. You may notice more chewing behaviour as your puppy starts teething. Provide your dog with appropriate things to chew, for example, chew toys and dental treats. Start brushing your puppy’s teeth as a game. Like this he will get used to it for daily tooth brushing when adult. Never use a human toothpaste, they can be harmful for dogs. Reward him with a treat when done.

**Ears**

Check your puppy’s ears regularly. Seek advice from your vet if you see signs of ear disease such as:

- Scratching one or both ears incessantly
- Head shaking or tilting to one side
- An unpleasant odour
- Discharge from the ear
- Redness, inflammation or swelling, pain
- Stumbling or circling to one side
- Lethargy and depression.

To determine how to best clean your puppy’s ears, or if you suspect an ear problem, see your vet.

**Eyes**

If you suspect an eye problem, take your dog to the vet immediately as any delay may result in permanent eye damage. Signs include:

- Red, inflamed eye
- Excessive tears
- Eye partly closed
- Eye discharge – watery, yellow, greenish or blood-stained
- Cloudy appearance to the eye
- Swollen eyelids
- Rubbing the eye with paws or along the ground.
YOUR PUPPY’S HEALTH RECORD

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Intestinal worming is recommended at 2, 4, 8, & 12 weeks of age, then every months for life time.

**Pet insurance**
For unforeseen situations you should consider taking out pet insurance. Many programmes include cover for accidents, emergencies, poisonings and illnesses (including cancer). Coverage can help pay for your pet’s medications, laboratory fees, surgeries, X-rays and more. Make sure you ask lots of questions before purchasing your insurance, in particular ask for lifetime cover.

**Overseas travel**
To travel abroad a pet passport is needed - this can take months from start to finish.

- An electronic microchip is needed and a rabies shot, usually not given before 12 weeks of age.
- Your vet will advise you to wait 21 days after the vaccination prior to travelling. This can vary from country to country.
CHOOSING FOOD FOR YOUR PUPPY

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TASTY TIPS

Here’s a quick guide to help you select the best nutrition for your puppy.

Where to buy
Specialist pet stores and vets can provide expert advice on feeding based on your dog’s age, size and sensitivities.

Look for quality
Check out the ingredients list to find out what’s really in the food.

Look for best value
From the feeding instructions you can work out the days of feeding / bag.

Animal protein like chicken should be the first ingredient, balanced with wholegrain and fibre in the form of beet pulp.

A 15 kg bag of dry food might seem expensive but it may feed your dog for up to two months. Stick with one food.

When feeding a complete and balanced food your dog needs nothing else but water. If your dog gets an upset stomach it is more likely to be something he has picked up on a walk - so don’t be tempted to switch foods unless it’s on the advice of your vet. Buy some special dog treats from your pet store for rewards or playtime.

Tinned food can contain up to 80% water. High-quality dry kibbles contain less than 10% water, are convenient and stay fresh for weeks.
YOUR PUPPY NEEDS
A DIET TAILORED TO
HIS NEEDS

Puppies have different nutritional needs to adults. It’s important that you choose a high-quality puppy diet.

Quality puppy diets provide 100% complete and balanced nutrition with all the vitamins and minerals your puppy needs. Puppies come in many sizes that grow at very different rates. While puppies of very small breeds grow to adult size in as little as nine months, large breeds, may continue to grow for up to two years.
WHY YOUR PUPPY NEEDS ANIMAL PROTEIN

**Dogs evolved from carnivores**
Eukanuba believes that dogs should be fed as nature intended – as carnivores, like their natural ancestors.

**Natural fuel**
Generations of domestication mean that he no longer needs to hunt, but his body is still built to function optimally on a diet derived from animal protein. He is structured to utilize animal protein and fat better than high levels of fibre or vegetables.

That’s why ALL Eukanuba formulas have high-quality animal protein, not cereal, as the main protein source. LOOK for high quality animal protein such as chicken, lamb or egg.

**What to look for in a puppy diet**

*Mother’s milk is the golden nutritional standard*
Your puppy has been fed his mother’s milk for the first four weeks of his life and it has provided all the nutrients and support he needed. To help maintain his healthy development, your breeder has weaned him from his mother to a complete and balanced diet like Eukanuba puppy food.

Eukanuba puppy food is full of the same nutrients as mother’s milk, including proteins, omega-6 and omega-3 fatty acids, vitamins and minerals.
DHA in Eukanuba dry dog food
DHA in our puppy foods is sourced from fish oil. Based on our studies, puppies fed Eukanuba foods showed better learning results than puppies in the control group without DHA. That is important when it comes to housebreaking, curtailing chewing, training and prepping and the many new things he has to learn.

What is DHA?
DHA - or docosahexaenoic acid - is an omega-3 fatty acid. It is found naturally in canine and human breast milk, as well as in fish. DHA is a major structural component of the brain and is the most abundant fatty acid in the brain and neurological tissues.

How does DHA help puppies?
Prior to weaning, puppies get DHA from their mothers' milk. But once they've graduated to kibble, their brains continue to develop. In fact, puppies acquire 70% of their adult brain mass by six weeks of age, and have 90% by 12 weeks of age.

WHY YOUR PUPPY NEEDS DHA

DHA is a fatty acid that is key to the growth of neural pathways in the brain. It occurs naturally in the milk of nursing dogs, but once your puppy is weaned, he needs it in his food to aid cognitive development.
You are what you eat. The same is true for puppies. Feed a puppy on thoughtfully prepared food like Eukanuba and you can expect to fuel a dynamic, inquisitive, energetic wingman that sports a dense, thick coat.

The critical puppy years
His first few months are critical to the development of his body and mind. In fact, puppies experience their most rapid growth during the first six months of life and expend nearly twice the energy of adult dogs. Puppies don’t have the stomach capacity to eat enough in one meal. So it’s important that his daily feeding amount is divided into 3 meals up to 6 months of age, followed by 2 meals per day for the rest of his puppyhood.
Unique Eukanuba recipe
Our scientists have developed the ideal blend of ingredients to ensure good health. Eukanuba puppy foods are considered premium nutrition.

Here’s a sample of the nutrients that are in Eukanuba puppy foods:

• High quality animal proteins (to build and maintain strong muscles)

• Highly digestible carbohydrates, such as rice, maize and wheat (for energy)

• Omega-6 and omega-3 fatty acids (to keep skin supple and your puppy’s coat shiny)

• Natural fibre blend of beet pulp and prebiotics (for healthy digestion)

• Antioxidant, such as vitamin E (to support his natural defenses)

Develop
DHA is clinically proven for smart, trainable puppies.

Balance
Promotes optimal digestion with prebiotics and beet pulp.

Grow
Supports strong bones with clinically proven calcium.

Defend
Helps promote puppies’ natural defenses with antioxidant.
One puppy food does not fit all

While all Eukanuba foods contain the ingredients listed earlier, we know it is also important to consider your pet’s size when designing our formulas. Small breeds develop faster and require higher levels of protein, fat, calcium and phosphorus; while large breed pups must be given a less nutrient-dense formula to make sure they grow at a slower pace. Medium breed pets are somewhat in between.

Our highest protein levels to help build and maintain Puppy’s muscle mass.

Supports strong bones with clinically proven calcium.

Promotes optimal joint and bone growth in large breed puppies.

1 vs. Eukanuba Puppy Small Breed. 2 Compared to all canine Eukanuba Diets.
TRANSITIONING TO ADULT DOG NUTRITION

When your puppy’s growth in height slows, you should begin switching to a premium adult formula dog food. This usually occurs at around nine to 12 months for small breeds, at around 12 months for medium breeds, and between 12 to 24 months for large breeds.

A gradual switch over a period of four days helps minimize intestinal upsets.

Here’s a simple four-day guide to help make the switch as seamless as possible

**Day 1:** Fill your dog’s bowl with approximately 75% puppy food and 25% adult food.

**Day 2:** Fill your dog’s bowl with approximately 50% puppy food, 50% adult food.

**Day 3:** Fill your dog’s bowl with approximately 25% puppy food, 75% adult food.

**Day 4:** Fill your dog’s bowl with 100% adult food.

If your dog doesn’t seem to be transitioning well to the new food, consider switching the formula type (from chicken to salmon or lamb). Try to avoid reverting back to the puppy formula. If this doesn’t seem to be effective, consult your vet for guidance.
TRAINING YOUR PUPPY

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PUPPY TRAINING BASICS

The first steps to a rewarding relationship with your puppy begin with basic training. This will make for a happier life for everyone.

• Start as soon as possible, before bad habits are established
• Teach your puppy his name first – reward him when he looks at you
• Time, predictability and consistency will help you secure your puppy’s trust
• Train when he is hungry, lonely or bored to keep his interest
• Make training fun and present it in the form of play
• Use praise, not negative reinforcement:
  - Verbal e.g. “Good boy”
  - Physical e.g. patting/stroking
  - Treats e.g. toys or dog biscuits
• Stay relaxed, firm and confident – your puppy senses your feelings
• Keep training sessions short and frequent to hold his attention: 10-15 minute sessions two to three times a day is ideal

TOILET TRAINING

STEP 1 – Paper method: for the early days
Cover a designated room with paper, leaving your puppy here when you think he might need to go to the toilet. He will learn to associate toileting with paper. Gradually reduce the amount of paper and keep moving this until it is outside.

STEP 2 – Cage method: for when he’s alone
Consider placing your puppy in a caged area for periods during the day when you are out, or at night. Place newspaper in one section. His natural instinct will be not to soil his sleeping area and to use the paper.
STEP 3 – Going outside: the ultimate goal!

Take your puppy out:
• After every meal or prolonged toy chewing
• After drinking water
• When he awakes
• After play or excitement
• If sniffing certain spots around the house

Remember to calmly reward him when he toilets outside. If you suspect he is going to do it in the house, distract him and take him outside. If he has already messed in the house, don’t scold him, but quietly and calmly remove him from the area and clean it up.
PLAYTIME AND SLEEP TIME

**Playtime**

Playing is a great way to train and bond with your puppy in a positive and fun way.

• Games which are calm and controlled by you are the most effective.

• Aggression can be fostered if you play tug of war so make sure you don’t create a competitive environment between you and your puppy.

• He is likely to become aroused or frustrated with intense physical play so ensure children are not around or involved when his games are like this. Only use suitable dog toys that are safe for your puppy.
Sleep time
Your puppy will need time to sleep to assist with his development. At times you may need to encourage him. When you think he is likely to settle:

• Calmly put him in his bed, give him a few minutes to settle and then leave him securely in the room.

• He may whine or make a fuss when you close the door. It is important that you ignore this behaviour – he should willingly go to sleep if he is tired.

BASIC COMMANDS

Sit
• Hold your hand high above his head with a reward in it
• As he looks up at it, use your other hand to gently guide him into a sitting position
• Say “Sit” clearly and firmly while still holding the reward above his head
• When he sits, give him the treat and verbally praise him

Lie down
• Have your puppy sit
• With a treat in hand, slowly lower your hand to the floor
• As your pup follows it down, say “Lie down”
• Once he’s fully laid down, give him the treat and praise him

Stay
• Have your puppy sit
• Let him know you have a treat in one hand
• Stand in front of him and raise the other hand, showing him the palm
• Say “Stay” firmly as you walk backwards
• Keep moving away from him with your hand raised and repeat the command
• Do this for a few seconds at first and then build up the length of time gradually
• Always return to your puppy and reward him if he follows instructions
GENERAL OBEDIENCE

**Learning to walk on a lead**
Your puppy should be accustomed to his collar but will gradually need to be introduced to being on a lead.

- Place some treats in his food bowl, allow him to walk on the lead alongside you to the bowl, gradually increasing the distance.

- Put a treat in your hand and walk along with a loose lead, encouraging him to walk forward by using the treat as a lure.

- Do not allow him to snatch the food, only reward him when he is walking with you.

**Puppy training classes**
Once your puppy is fully vaccinated then you should consider attending well-organized puppy training classes. They should be taught by experienced trainers and should be informative and fun, with positive rewards.

To find a training class, contact the Kennel club or ask your vet (they may hold young puppy socialization parties). It is a good idea to visit the class without your puppy prior to registering for the training.

INDEPENDENCE

You must train your puppy to cope with time alone as this will be part of his daily life at some point. Build up your puppy's familiarity and comfort with being left alone over an increasing period of time by:

- Leaving him alone for short periods where he is in one part of the home environment and you are in another.

- Going outside, leaving him in the house alone for a few minutes.

- Gradually extending this over a period of time, establishing your puppy's confidence that you will return.
New sounds and the outside world

• It’s okay to visit busy places, but you must carry him to avoid contact with the ground, until he is fully vaccinated.

• Gradually try introducing him positively to new sounds and surroundings.

• If he has a bad experience, it has the potential to develop into a lifelong phobia.

• You can assist in the process by repeating the negative experience and dealing with it in a positive and rewarding way.

Each new day brings a new experience for your puppy. A vacuum cleaner or being in a car may frighten him.
SOCIALIZATION

Introducing your puppy to your family, friends and visitors

• At the age of three months, your puppy’s brain is developing well and he has the ability to learn quickly, although his attention span is very short and he will be easily distracted.

• As he is introduced to a variety of new people, it is important that all these new experiences are positive ones. To do this in a controlled manner, invite people to meet him at your home and – if they have a well-behaved dog - ask them to bring him too, provided he’s been vaccinated.

• To assist your puppy and create a positive association with people, allow other people to give him a treat.

• Make it clear to children that they must respect the puppy and not handle him inappropriately.

Teasing your puppy should be avoided as this is likely to encourage him to bite.
CORRECTING POOR BEHAVIOUR

Food guarding
To prevent your puppy perceiving your presence as a threat to his food at feeding time, it is important you accustom him to being in your presence when eating.

• Start by standing beside him while he is eating, then gradually add a little food to his bowl.

• When he is relaxed, you can lift the bowl and add some more food or a treat.

• Walk a short distance away, then walk towards him and add some more food to his bowl.

• Repeat these steps regularly and this will reassure him that his food is safe and he shouldn’t fear people approaching his bowl.

Challenging behaviour
With some training your puppy should respond to his name and basic commands. However, as hormonal changes occur, he may seem to rebel and forget recently developed obedience skills.

During this period:

• Do not teach any new commands.

• Remain calm and patient, simply reinforcing commands he has learned.

• Be consistent and firmly but gently reinforce the boundaries set.

• Be prepared to ignore your puppy for a short period until he behaves.
Training Your Puppy

Depending on his breed and size, puppies start adolescence and reach sexual maturity at different times:

• Small breeds: approx. nine to 12 months (adolescence from five months)

• Medium breeds: approx. 12 months (adolescence from six months)

• Large breeds (below 40 kg): approx. 12-15 months (adolescence from nine months)

• Giant breeds (above 40 kg): up to approx. 24 months (adolescence from 12 months)

Remember, at this age your dog is still a puppy with a short attention span and low tolerance to boredom.
Although he may start to look like an adult, he is still very much a puppy and will continue to be for some time yet, particularly if he is a giant breed as he won’t reach maturity for at least another year.

As an adolescent, he will be energetic and high-spirited, and you must give him the opportunity to channel this energy and enthusiasm through training, play and regular exercise.

UNDERSTANDING AND RECOGNITION

> The skills your puppy has learnt must now be built on to help him continue his growth and development.

- You can increase his training time, but remember that his body is still growing and too much exercise can damage bones and joints.

- He should now be able to remain sitting as you walk away from him and look directly at your face when you require his attention.

- His listening skills and recognition should have improved to the extent that he is now able to even find hidden objects.
TRAINING YOUR PUPPY

OFF-LEAD CONTROL

Before you consider letting your dog off the lead in a public place, you must be confident that he will:

• Obey your instructions, respond to his name and return to you when you call.

• You should introduce this to him in the home where there are fewer distractions from other dogs and smells.

ROGUE BEHAVIOUR

As he enters canine adolescence, your puppy will become bolder and may start to display undesirable behaviours.

• Deal with this quickly by giving him consistent commands in a firm and clear voice. Hormonal changes in your puppy's body can supersede the good behaviour you have taught him.

• Your work has not been in vain, but you will need to refresh his memory about what behaviour is acceptable.

• Do not teach new commands or routines at this time. As he approaches sexual maturity, he is likely to mark his territory and may become aggressive and dominant as he looks for a mate – this is a critically important time for female puppies too as they will come into their first heat.

• This could be countered by neutering/spaying - ask your vet for advice.
IRRATIONAL AND UNEXPECTED FEARS

During your puppy's development, and despite your previous efforts to curb his fears, there are “heightened awareness” phases that your puppy will go through.

- He may be frightened of objects previously familiar to him, and become insecure with new experiences.
- Whatever the reason, you must assist him to overcome his irrational fears by showing calmness and patience.
- Increase his exposure gradually and gently.
- Positively reward him with a treat or verbal praise when he is coping appropriately with the situation.

INCREASED EXERCISE

Once your puppy's bones and joints are sufficiently developed you can start more varied exercise and you can now build up the distance and frequency of walks, depending on the size of your puppy. Activities such as agility, working trials, herding and jogging could be fun.

Speak to your vet for specific advice on the risk to your puppy, before you start specific activities. Your dog must be over 18 months before it can start any agility training.
As your puppy reaches maturity, he is likely to become more assertive and protective (usually less so if neutered).

- Same-sex dogs are more likely to be problematic with each other, so try familiarizing him with females and with other males. Praise him when he interacts with them or shows no undesirable reaction to their attention.
- Now, consider introducing him to other males. But be wary of signs which suggest he will be aggressive towards another dog and remove him promptly from the situations if they occur.
- Place two objects a few feet apart and teach him to walk between them.
- Create an open tunnel using some household objects and encourage your puppy to run through the middle.
- If he enjoys these activities, then it’s a good indication that he might enjoy agility training.

**CANINE INTERACTION**

**Canine interaction should be approached with caution.**

- Same-sex dogs are more likely to be problematic with each other, so try familiarizing him with females and with other males. Praise him when he interacts with them or shows no undesirable reaction to their attention.
- Now, consider introducing him to other males. But be wary of signs which suggest he will be aggressive towards another dog and remove him promptly from the situations if they occur.

Try looking out for the following body language to spot aggressive behaviour before it happens:

- Circling with tail and head held high
- Walking on toes
- Rigid tail wags
- Uptight facial expressions
PUPPY DEVELOPMENT
WHAT TO EXPECT FROM YOUR NEW PUPPY, AND WHEN TO EXPECT IT.

1 month
- Milk teeth are coming in
- Weaning can begin

1 1/2 month
- Nipping, play fighting, chewing
- About 70% of adult brain mass present

2 months - or as soon as you bring your new puppy home
- Begin housebreaking and integration with household (including children and other pets)
- Begin talking with your vet about vaccinations and the benefits of spaying/neutering

3 months
- Chasing other animals, thrown objects, own tail
- Recognizes own name
- About 90% adult brain mass is present

4 months
- Responds to “come”, “sit”, “wait” and “down”
<table>
<thead>
<tr>
<th>Age</th>
<th>Developmental Milestones</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 months</td>
<td>- Puppy training classes can begin after vaccinations are completed - ask your vet about the best starting time for your puppy.</td>
</tr>
</tbody>
</table>
| 6 months | - Enjoys fetching and playing games  
            - Can respond to “heel”, “fetch”, “stay”  
            - Sexual maturity in some small breed dogs |
| 7 months | - Puppy can refrain from needing the toilet for around 8 hours  
            - Milk teeth are lost; permanent teeth are in  
            - Talk with your vet about your puppy’s dental health. |
| 8 months |                                                                                                                                                           |
| 9 months | - Puppy training classes complete  
            - Can walk on the lead  
            - Sexual maturity in some small breed dogs |
| 12 months| - Approaching adult height and weight for large breeds (more than 25 kg at maturity)  
            - Responds to off-lead control  
            - Bones and joints have developed to allow more varied exercise |
| 18 - 24 months | - Sexual maturity for some large and giant breed dogs  
                        - Approaching social maturity |
| 12 months | - Most puppies are ready for transition from puppy food to adult food at these ages:  
            - Small & medium breeds: 12 months  
            - Large & giant breeds: 12 - 24 months |

**When to switch to an Adult Formula?**

- Ask your vet when to switch your puppy to the right Eukanuba Formula.
10 reasons to feed Eukanuba 66

The choice of top breeders and puppy experts 68

Friends, colleagues, lifesavers fed on Eukanuba 69
10 REASONS TO FEED EUKANUBA

High-quality ingredients. From start to finish, for each of our recipes food quality and safety is an integral part of our mission. We only use high-quality ingredients and carry out 120 rigorous quality assurance checks before a bag of Eukanuba leaves our plant.

High level of animal protein for lean muscles. A cornerstone of our nutritional philosophy is that cats and dogs evolved from carnivores and should be fed accordingly. That’s why we use only high-quality animal proteins, mainly chicken or lamb and egg, as the principle source of protein in Eukanuba food.

A leader since 1969. Eukanuba has been a leader in tailored nutrition and science for more than 40 years. Our contribution to nutritional science has helped millions of pets be the best they can be.

Recommended by breed experts. Top breeders¹ - including all three winners of the world’s most prestigious dog shows in 2013/2014 - use and recommend Eukanuba. After all, champion dogs start out as healthy and smart puppies.

100% complete, balanced and precise nutrition. Quality puppy diets should provide 100% complete and balanced nutrition.

¹ Best in Show of 2014 Crufts and 2013 World Dog Show, European Dog Show.
Tailored to the breed size – from toy to large breeds. Puppies come in many breed sizes that grow at very different rates. This is a critical factor in selecting the right diet. At Eukanuba, we understand that different size puppies have different needs, which is why our formulas are tailored to breed sizes from toy to large breeds.

DEVELOP – DHA is clinically proven for smart, trainable puppies. At the age of six weeks, your new puppy has developed just over 70% of his adult brain and still has a lot to learn. DHA – an omega-3 fatty acid in our puppy foods has been shown to promote the learning abilities in puppies.

DEFEND – Helps promote puppies’ natural defenses with antioxidant. Puppies are protected by their mothers’ antibodies for a certain period of time and will slowly build up their own natural defenses. Special nutrients called antioxidants, such as vitamins E can help support your puppies developing natural defences.

BALANCE – Promotes optimal digestion with prebiotics and beet pulp. The digestive system and the gut flora of puppies develop as he grows but can be a bit more sensitive than in adult dogs. A special blend of fibre, such as beet pulp and prebiotics FOS, help support digestive health.

Proudly made in-house. All Eukanuba dry diets are proudly made in-house in our state-of-the-art manufacturing plant in Coevorden, The Netherlands. There, a team of pet-loving experts in pet nutrition, microbiology, biology and food science is dedicated to ensure excellence in every bowl.
THE CHOICE OF TOP BREEDERS AND PUPPY EXPERTS

Top breeders and the largest national Kennel Clubs in Europe trust in Eukanuba to give their puppies a great start.

Bundle of energy
For a new puppy owner, it can be difficult to know what your puppy needs to grow into a healthy and happy adult dog. But while he might grow out of his collar at a fast rate, the one thing he will not grow out of is his need for good nutrition.

Listen to what the experts have to say
Top breeders1 – including all three winners of the world’s most prestigious dog shows in 2013/2014 – use and recommend Eukanuba.

“The coat is a very important characteristic of the Lhasa Apso breed. Besides shiny coats, Eukanuba delivers excellent results - thanks to the food’s great digestibility, puppies take it very well, put on nice body weight and grow evenly. That’s why I have been feeding my pups and dogs Eukanuba for over 20 years - it is the only food I trust for my champions.”
Margaret Anderson, the proud Lhasa Apso breeder of eight-year-old Zentarr Elizabeth, awarded Best In Show at Crufts 2012, and five-year-old Zentarr Morgan, awarded Best in Show at the FCI European Dog Show 2012.

“As breeders, it is our responsibility to give our puppies a great start. It is so important to keep a dog in the best possible condition and I attribute much of Harley’s winning condition to what he eats. That’s why we recommend that the owners of our puppies continue to feed them Eukanuba - whether they grow up to be world champion dogs or beloved family pets.”

Ingunn Eriksson, proud breeder of Harley, a seven-year-old Saluki, awarded Best In Show at the FCI World Dog Show 2012.

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1 Best in Show of 2014 Crufts and 2013 World Dog Show, European Dog Show.
Eukanuba and the UK Kennel Club are Partners in Pet Nutrition.

“Eukanuba and the Kennel Club are Partners in Pet Nutrition. The Kennel Club is the largest organization in the UK dedicated to dog health, welfare and training. Its objective is to ensure that dogs live happy, healthy lives with responsible owners. Eukanuba has studied puppies and their nutritional needs for over forty years leading to a deep understanding of their developmental needs. Our joint commitment to the health and welfare of dogs is why we work with Eukanuba as Partners in Pet Nutrition.”

Rosemary Smart, Chief Executive, The Kennel Club

FRIENDS, COLLEAGUES, LIFESAVERS FED ON EUKANUBA

Most of us love our dogs as friends. But there are some dogs whose efforts on our behalf go way beyond companionship. There are many dogs society relies on to improve and sometimes save lives in ways that technology or people can’t. Strength, physical agility, endurance, keen natural senses and mental agility are fundamental to such dogs realizing their potential as utterly reliable friends, co-workers and lifesavers.

That’s why organizations and individuals all over the world feed their dogs Eukanuba. All of these dogs rely on Eukanuba’s high-quality, premium nutrition to perform at their best.
FREQUENTLY ASKED QUESTIONS
FREQUENTLY ASKED QUESTIONS

Unless you’ve raised a puppy before, you can’t be sure you’re doing it the right way. To quell those fears, here are the most frequently asked questions along with answers from Eukanuba experts.

Q: How much should I play with my new puppy?
A: Aim for three play periods per day, 10-15 minutes for each. Remember that he’ll tire easily as a youngster.

Q: How often should I take my pet to the vet?
A: Three times a year during puppyhood. After that, he should have a visit once annually, unless he gets sick.

Q: How do I teach my pup not to jump on people?
A: Hold a treat in front of your dog’s nose and then raise it over his head. As his nose comes up, say “Sit!” Reward him when his hindquarters touch the ground. Once he learns the command, ask him to “Sit!” each time he greets someone.

Q: How are the nutritional needs of large breed and small breed puppies different?
A: Small breed pups develop much faster than large breed puppies. They have faster metabolic rates and need higher levels of protein, fat, calcium and phosphorus. Meanwhile, large breed dogs aren’t considered fully grown until they’re nearly two years old. If overfed, these animals risk putting on too much weight too quickly and could develop skeletal problems. Eukanuba offers specific formulas for puppies of every size.

Q: What common ailments should I watch for?
A: Worms, fleas and infectious diseases such as parvovirus and distemper are most problematic. The latter two can be avoided with vaccines, though it is smart
to limit your puppy’s exposure to other dogs until he has been fully vaccinated.

**Q: How often should I groom and/or bathe my pet?**

A: Longhaired breeds should be brushed out every day or so. Bathe your dog when you notice an odour, but avoid overdoing it, as his skin is sensitive. Always use suitable dog shampoos.

**Q: When should I switch to an adult dog food?**

A: For small and medium breed puppies, move to a high-quality adult formula like Eukanuba when he turns one year old. Large breed dogs should switch between 12-24 months depending on the size.
DEAR PUPPY OWNER,

Congratulations on becoming a dog owner! Dogs are true friends, trusting companions and challenging training partners.

You started your journey by asking yourself what breed would suit your lifestyle. This is not an easy decision, with over 210 breeds to choose from differing in size, look and character: from the tiny Chihuahua to the giant St Bernard, from the playful Fox Terrier to the elegant Dalmatian. We are sure you found your ‘dream dog’, and now you are about to start experiencing the exciting period of puppyhood.

Among the topics included in this Puppy Guide is advice on diet, training, environment and healthcare for your puppy. You can also learn about how Eukanuba nutrition gives your puppy an extraordinary start. For more information and articles, please visit www.eukanuba.co.uk/puppyclub.

Eukanuba is proud to be Partners in Pet Nutrition with the Kennel Club

The Kennel Club is the largest organisation in the UK devoted to dog health, welfare and training. Our objective is to ensure that dogs live healthy, happy lives with responsible owners. We run the UK’s largest registration database for both pedigree and crossbreed dogs, as well as supporting research and dog welfare charities. We are committed to providing education and advice to puppy buyers to ensure that they buy the right breed for their lifestyle, from a responsible breeder.

At the Kennel Club, we understand that high quality puppy nutrition forms the foundation of a dog’s long-term health and well-being. We have been ‘Partners in Pet Nutrition’ with Eukanuba since 2009 because we believe that excellent...
For further information about the Eukanuba range call the care line or visit us at www.eukanuba.co.uk

FREE CARE LINE
00-800 241 53 414
FOR EXPERT ADVICE

THE PUPPY GUIDE
GET HIM READY FOR AN EXTRAORDINARY START

FUEL EXTRAORDINARY