To learn more about the PURINA® PRO PLAN® range visit www.purina.co.uk/proplan

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Giving your new puppy an amazing start in life

The moment has finally arrived. You’re bringing your new puppy home. You want its life to be amazing from the very start, and we’re here to help.

By harnessing the power of science, PURINA® PRO PLAN® supports owners in providing optimal nutrition at different stages in your dog’s development. It’s the foundation of optimal health and the starting point for your puppy’s life.

PURINA® PRO PLAN® has a unique scientific heritage. That’s because we’re part of PURINA®, which for over 85 years has been a pioneer in dog nutrition. Today, the PURINA® team includes nutritionists, food scientists, vets and animal behaviourists, who are responsible for many groundbreaking discoveries across dog health and nutrition.

We believe that the most important contributor to a dog’s health and wellbeing is a caring and involved owner. The best way we can help dogs is by sharing our expertise with you. As dog owners ourselves, we know the lifelong sense of responsibility that comes with dog ownership. That’s why we’re committed to both of you, with products and support tailored to each moment of your dog’s life.

This guide shares everything we could think of to help you make your puppy’s world amazing. Whether it’s smart tips for making the transition to the new home environment as smooth as possible, or handy training suggestions and helpful health.
Finding the right vet

It’s important that you select a vet as early as possible. One of the first things you will need to do is take your puppy for his initial check-up and vaccinations. See whether the vet surgery is able to give you a timetable for the important first visit and what to expect.

Pet shops, friends with pets or animal welfare societies are good starting points when you need a recommendation for a reliable vet.
Preparing your home for his arrival

On Day One, your dog might find his new home a strange place. Help your puppy adapt as smoothly and happily as possible to his new home with a little thought and planning. Here are a few things to consider before arrival:

**Puppy basket**

Your puppy’s special place for sleeping or relaxing will help him feel safe and secure. It will also be important in his training.

Don’t choose a basket that is oversized. This limits the risk of your puppy soiling it. Dogs do not soil the place where they sleep.

Make sure the basket is big enough for your puppy to stand up, turn around and lie down.

A good idea for large breeds is a basket you adjust as your puppy grows. The alternative is buying several baskets during his puppy years.

Locate the basket where it is easy to clean, quiet and away from drafts. Do not isolate your puppy. Put him where he can watch family life and feel secure in his own space.

Give your puppy a blanket or cushion to snuggle. Make sure the fabrics are easy to clean and made of safe material as your dog might be a chewer (See ‘Is your puppy a problem chewer?’ Page 25).

**Top toy tip**

Old shoes and clothes are not the best “toys” to give your puppy. He will not be able to distinguish which are your old ones and which are brand new.

**Collar and lead**

Make sure your puppy’s brand new first collar is lightweight nylon or leather. You will need to check it gives enough room to grow. It should be large enough to fit a couple of fingers underneath.

Get your puppy wearing its collar as soon as possible. This will be vital to teaching him to walk with a lead, helping you both enjoy safer daily exercise. A two-metre lead is the ideal length for training and walking.

**Tips on basket training**

Introduce your puppy to their basket as soon as you bring them home. Get a soft chew toy and gently guide him towards the basket with a command (e.g. “bed” or “basket”). A few repetitions, and your puppy will quickly associate the basket with fun and enjoyment.

Never use the basket as punishment.
**Bowls**

Get your puppy separate water and food bowls. Stainless steel is best and easiest to clean.

Look for bowls that do not tip over easily.

**Toys**

Play helps puppies exercise, learn and stay alert. It also helps with training your puppy. Short and frequent periods of play are best.

Toys should be safe to chew. Chewing helps keep your puppy’s teeth healthy and clean. Choose toys made for puppies that can’t be splintered, torn or swallowed.

Hard balls and nylon chews are fun toys. Interactive cubes or balls that allow you to put puppy food inside will bring out your puppy’s natural inquisitive playfulness.

**Grooming**

The earlier you start grooming your puppy, the more easily he sees it as part of the routine to keep them looking and feeling their best. Brushing keeps their coat clean and skin healthy.

Introduce your puppy to bathing slowly and only bathe them when needed. Frequent bathing dries out their coat and irritates delicate skin. Do not shampoo with products designed for humans, adults or babies.

**Grooming tool tips**

Buy a brush that will make your puppy look his best.

For short-haired breeds, brush with natural bristles. For the longer-haired breed of puppy, make sure you have a sturdy wide-toothed metal comb and a matt splitter.

Breeds such as poodles and spaniels will more likely need grooming professionally.

**Oral care**

Your puppy gets his adult teeth at around six or seven months old. However, brushing his teeth early will help get him into the healthy habit.

Start with a gentle massage of your puppy’s teeth and gums with your fingertip. Then rinse the outer surface of the teeth with some gauze.

Once he becomes used to this practice, it’s time to pamper your puppy with a toothbrush and toothpaste for dogs.

**Puppy toothbrush tip**

Special dog toothbrushes and toothpastes are available from pet shops or your vet. Do not use human toothpaste as it could lead to uncomfortable foaming and stomach upsets for your dog. Brushing every other day avoids excessive tartar, stops infection and protects your puppy’s dental health as he develops.
Day One with your new puppy

Although bringing your new puppy home is exciting, you should aim for calmness. Try not to overwhelm him with noise. The beginning of the weekend is the best time to bring your new pet home. This gives you two full days to get to know each other. It is a wonderful and unique stage in your relationship.
Give him a good name

You might have been thinking of names for a while. Choose one as early as possible after bringing your puppy home. Then repeat it often so he learns it quickly. A short name helps.

Call your puppy by name in a happy tone of voice. Pet and stroke your pet as you do this. Your puppy will associate his name and the sound of your voice with reward and enjoyment.

Homesick?

Puppies sometimes get homesick for a night or two. This is normal as they have just left their mother and siblings. So don’t worry if your puppy whimpers at bedtimes or mealtimes. Love and attention will quickly overcome the worries.

Making your home puppy-proof

Puppies love sticking their noses in all sorts of places. With a few simple changes, you can help them avoid potential hazards as they explore their new environment.

• Keep your puppy in a limited area of your home with barriers, making sure doors are closed or screened
• Keep cleaning agents and medication in a safe and inaccessible place
• Make sure your puppy does not have access to poisonous house plants (e.g. amaryllis bulbs, azalea, iris, narcissus bulbs, oleander)
• Hide electrical cords
• Although you might like chocolate, it is toxic for dogs. Do not give your new puppy access to it
Introducing your puppy to places, people and pets

Places
When you bring your puppy home, show them their basket, toys, food and water bowls. This helps your puppy get to know their area in the home.

People
Introducing your puppy to other family members or visitors is vital for socialisation. It lessens fear of strangers, helping make for a more friendly adult dog. Introduce your puppy initially with a collar and lead so you can keep him from jumping. Give your dog the “sit” command and help them stay sitting. This will help your dog stay calm.

Pets
Be careful when introducing your new puppy to other pets. When introducing an older dog to your puppy, it is advisable to have both on their leads. Do not leave them alone together initially. If you are introducing your puppy to a cat, consider a wire or mesh gate in a doorway so the cat is able to escape.

Understanding your puppy’s body language

Your puppy will have his own character and special way of communicating with you. There are some common forms of puppy body language.

- **Playfulness**: Tail wagging. Body lowered on front end.
- **Interest**: Tail horizontal. Ears forward. Body leaning forward.
- **Pleasure**: Rolling on back. Front legs stretched. Head on one side.
- **Fear**: Tail down or tucked under. Ears back. Body or head lowered or body leaning backwards.
- **Submission**: Tail wagging or tucked. Ears down. Body lowered on ground or body leaning backwards. Head lowered. Tongue licking the air.

Watch Puppy’s Communication from PURINA® PRO PLAN® for more tips on puppy body language.
Understanding house training

The earlier you start house training your puppy, the better. Prepare for “accidents”. Don’t get annoyed with your puppy. Help them learn as this is a joint venture.

Until he is fully vaccinated, house train your puppy at home or in the garden. This helps lessen infection from other dogs, their faeces or the environment. House train in public parks when your puppy is fully vaccinated.

- Limit the areas in your home where your puppy is allowed to roam
- House training is easier when you establish a feeding schedule. Your puppy will need to go to the toilet 20-30 minutes after he has eaten
- Choose and stick to a consistent spot for your puppy to do what he has to do. Dogs like this consistency. When training outdoors, take your puppy to a regular spot each time, and reward them when they pee or poop

Introducing your puppy to places, people and pets

- Look for signs that your puppy wants to “go”, e.g. sniffing the floor, scratching doors or walking in circles. Show your puppy to their regular spot. If they are reluctant, return and let them try again in a few minutes
- Make sure you praise your puppy when they get it right. Consider specific words which they will associate with success
- Take your dog out last thing at night and early in the morning. Avoid feeding him close to bedtime
- Get a neutraliser for pet odours in case your puppy has “accidents” inside. His sense of smell is more acute than yours. Ordinary house cleaning products will not fully get rid of the smell and your puppy might return to the scene
- Don’t get annoyed or punish your puppy when he has “a slight accident” in your home. Your dog might not understand what is expected of them. If you are worried regarding puppy house training, check with your vet or the breeder of the puppy

House training hint

How often does your puppy need to “go”? Add 1 to his age in months. This gives you the number of hours he ought to feel comfortable without needing the toilet.

Watch The First Training and Alone At Home from PURINA® PRO-PLAN® for more tips on housetraining your puppy
Doggy-DOs

Good training practices are the foundation for an obedient, friendly puppy. Here are just a few ways you and your puppy can get the most out of your training.

Be patient and determined
Love and rewards are the secrets of successful training.

Praise and reward
Praise and reward your puppy when he does well.

Introduce your puppy to other people and pets
Socialisation is important to development.

Keep training simple and fun
Dogs have a short attention span.

Keep commands simple
“Sit”, “Stay”, “Come”, “Down”, “Off”, “No” and “Good dog”, Share these with other family members.

Structure
Set a regular timetable of walks, feeding and training.

Be consistent
Talk to your puppy in a consistent tone of voice. Reinforce consistent rules.

Praise and reward
Praise and reward your puppy when he does well.

Introduce your puppy to other people and pets
Socialisation is important to development.
Doggy-DON’Ts

Bad training practices can have a negative impact on your puppy. These are examples of training habits that are detrimental to his good development.

Don’t get annoyed with your puppy
Firmness is the strategy. Don’t punish him and never resort to violence.

Commands
Don’t try to teach a lot of new commands quickly.

Don’t delay reward or praise
Your puppy needs signals.

Don’t shout or scream
Opt for a firm voice when your puppy misbehaves.

Don’t change the rules
Depending on the moment or your mood.

Being social
Don’t stop your puppy socialising.

Language
Don’t expect your puppy to understand human language except for his set of commands.
Training best behaviour

You and your puppy will enjoy life together more when it is built on understanding and best behaviour. Training that behaviour is more effective when it is fun. It forges a strong bond with your puppy and helps balance his personality for optimal well-being.

Common training principles will help your puppy feel safe and happy in different environments from a walk in the park to being home alone.

Is your puppy a problem chewer?

Chewing in puppies is frequently due to teething, boredom or stress. You should discourage your dog from doing it for health and happiness reasons.

• Keep your puppy confined to his basket when you leave your home
• Give your dog lots of safe chew toys that help alleviate boredom
• When you see your puppy chewing something “off limits” say “No” to signal inappropriate behaviour. Redirect attention to a safe chew toy
• Praise your puppy when you see him chewing a safe and appropriate toy
The secret of a sociable puppy

A sociable puppy will develop as a happy dog. Get your puppy comfortable with a variety of family members, friends and strangers while he is young.

Enjoyment of different environments is important as well. Interesting walks with your dog, rides in the car, and family outings such as picnics, are all great opportunities for your puppy as he learns. Healthy socialising as a puppy makes for a happy future.

Car travel tips

Travelling with your puppy is a big adventure. Make sure it is safe, not scary, for your travelling companion with a well-organised approach to car travel.

• Transport your puppy in a travel crate. It’s safer for you and your dog

• Do not let your puppy ride with his head out of the window

• Bring your puppy’s favourite blanket and safe chewing toys to distract him

• Never leave your puppy alone in the car in hot weather. This is important dog biology. They do not sweat to cool down like humans. They pant to lower body temperature. In a closed car the only air they get is hot

• Make sure your puppy has a microchip or ID tag collar with your name and mobile number

• Give your puppy water and exercise at every rest area
Checking your puppy’s health

You and your puppy need to make regular visits to the vet for your dog’s worming and vaccinations. Keep your eye on his health with a quick look at your puppy and his overall mood.

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Be aware of changes in your puppy

Be aware of changes in the way your puppy behaves. Is he eating or drinking less? Has he lost interest in going for walks? Do not hesitate to contact your vet for advice.

Giving your puppy the optimal nutrition

The first months of a dog’s life (or the first two years for large breed puppies) are vital to their health in the long term. Your puppy might need up to three times more calories, protein, vitamins and minerals per kilogram of body weight than adult dogs. They also need specific nutrition that targets teeth, bones and muscles.

Bridging the Immunity Gap

In the first five months of life, your puppy’s natural defences are not fully matured. This period is known as the “Immunity Gap” where your puppy might be vulnerable to infections and digestive upsets.
Find the right product for him

**OPTISTART**

Our PURINA® vets and nutritionists have developed PURINA® PRO PLAN® PUPPY with OPTISTART® to help give your puppy a great start in life. Specially formulated with Colostrum, the first mothers milk, PURINA® PRO PLAN® PUPPY with OPTISTART® helps support puppies natural defences and provides optimal growth and development.

**OPTIDERMA**

We recognise that some puppies can have sensitive needs that require a little something extra. That’s why, for puppies with sensitive skin, we’ve developed PURINA® PRO PLAN® PUPPY with OPTIDERMA®. It’s clinically proven to help support healthy skin, containing selected protein sources for sensitive dogs.

**OPTIDIGEST**

For puppies whose digestion needs specific care, we’ve developed PURINA® PRO PLAN® PUPPY with OPTIDIGEST®. It’s easily digestible for sensitive stomachs, promotes intestinal health and is scientifically proven to help improve microflora balance.

PURINA® PRO PLAN® formulas give your puppy the nutrition they need to face the challenges of today and help maintain long-term health in the future.
PURINA® PRO PLAN®
SMALL & MINI PUPPY
with OPTISTART®

Complete pet food for small and mini size puppies. Also suitable for gestating/lactating bitches.

LONG-TERM BENEFITS

- Enables puppies’ developing immune system to react more efficiently
- Specially formulated for total dental care
- A combination of key nutrients that helps to support healthy joints for your puppy’s active lifestyle
- Specific ingredient to help support strong natural defences and long term health
- Contains high quality pieces of chicken

PURINA® PRO PLAN®
MEDIUM PUPPY
with OPTISTART®

Complete pet food for medium size puppies. Also suitable for gestating/lactating bitches.

LONG-TERM BENEFITS

- Enables puppies’ developing immune system to react more efficiently
- Specially formulated for total dental care
- A combination of key nutrients that helps to support healthy joints for your puppy’s active lifestyle
- Specific ingredient to help support strong natural defences and long term health
- Contains high quality pieces of chicken

No added colourants. Contains antioxidants of natural origin.

Composition: Chicken (20%), Dehydrated poultry protein, Wheat, Animal fat, Soya meal, Rice (7%), Maize gluten meal, Dried beet pulp, Maize, Wheat gluten meal, Minerals, Dried egg, Fish oil, Digest, Dried colostrum (0.1%).

Composition: Chicken (20%), Dehydrated poultry protein, Wheat, Soya meal, Animal fat, Rice (8%), Maize, Digest, Dried beet pulp, Maize gluten meal, Minerals, Dried egg, Fish oil, Dried colostrum (0.1%).
For puppies’ optimal start in life

**OPTISTART® helps support puppies’ immune response and helps maintain natural defences thanks to the ingredient colostrum. It’s also appropriate for gestation/lactation.**

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**PURINA® PRO PLAN® LARGE PUPPY ROBUST with OPTISTART®**

Complete pet food for large size puppies with a robust physique. Also suitable for gestating/lactating bitches.

**WITH COLOSTRUM**

**LONG-TERM BENEFITS**

- Enables puppies’ developing immune system to react more efficiently
- Specially formulated for dental maintenance
- A combination of key nutrients that helps to support healthy joints for your puppy’s active lifestyle
- Specific ingredient to help support natural defences and long term health
- Specially formulated for large breed puppies with a robust physique
- Contains high quality pieces of chicken

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**PURINA® PRO PLAN® LARGE PUPPY ATHLETIC with OPTISTART®**

Complete pet food for large size puppies with an athletic physique. Also suitable for gestating/lactating bitches.

**WITH COLOSTRUM**

**LONG-TERM BENEFITS**

- Enables puppies’ developing immune system to react more efficiently
- Specially formulated for dental maintenance
- A combination of key nutrients that helps to support healthy joints for your puppy’s active lifestyle
- Specific ingredient to help support natural defences and long term health
- Specially formulated for large breed puppies with an athletic physique
- Contains high quality pieces of chicken

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No added colourants. Contains antioxidants of natural origin.

Composition: Chicken (18%), Wheat, Dehydrated poultry protein, Maize, Soya meal, Rice (7%), Animal fat, Wheat fibre, Digest, Dried beet pulp, Maize gluten meal, Wheat gluten meal, Minerals, Dried egg, Fish oil, Dried colostrum (0.1%).

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Composition: Chicken (19%), Wheat, Dehydrated poultry protein, Rice (9%), Soya meal, Animal fat, Digest, Maize gluten meal, Wheat gluten meal, Maize, Dried beet pulp, Minerals, Dried egg, Fish oil, Dried colostrum (0.1%).
OPTIDERMA® helps reduce possible skin discomfort associated with food sensitivity thanks to selected sources of protein (more than 90% coming from salmon) and the inclusion of skin targeting nutrients such as zinc, essential fatty acids and vitamins A,E,B

PURINA® PRO PLAN®
MEDIUM PUPPY
sensitive skin
with OPTIDERMA®

Complete pet food for medium size puppies with sensitive skin. Also suitable for gestating/lactating bitches.

LONG-TERM BENEFITS

- Helps promote a healthy immune system
- Selected protein sources for sensitive dogs
- A combination of key ingredients that helps support healthy joints for your puppy’s active lifestyle
- Clinically proven to help support healthy skin
- Contains high quality protein from salmon
- Specially formulated without wheat gluten**

No added colourants. Contains antioxidants of natural origin.

* Protein sources **may contain traces of wheat gluten
To help support digestive health in puppies

PURINA® PRO PLAN® MEDIUM PUPPY sensitive digestion with OPTIDIGEST®

Complete pet food for medium size puppies with sensitive digestion. Also suitable for gestating/lactating bitches.

LONG-TERM BENEFITS

- Easily digestible for dogs with sensitive digestion
- Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance
- With specific ingredients to help support intestinal health and stool quality
- Specific ingredient to help support natural defences and long term health
- Contains high quality pieces of chicken

OPTIDIGEST® helps improve microflora balance and promotes good quality stools, thanks to the inclusion of a natural source of prebiotic (scientifically proven to increase bifidobacteria for a better gut microflora balance), egg and bentonite, a natural clay.

Composition: Chicken (20%), Dehydrated poultry protein, Maize, Soya meal, Rice (10%), Animal fat, Dried beet pulp, Digest, Maize gluten meal, Maize grits, Dried egg, Minerals, Fish oil, Dried colostrum (0.1%).

No added colourants. Contains antioxidants of natural origin.

PURINA® PRO PLAN® MEDIUM PUPPY sensitive digestion with OPTIDIGEST®

Complete pet food for medium size puppies with sensitive digestion. Also suitable for gestating/lactating bitches.

LONG-TERM BENEFITS

- Easily digestible for dogs with sensitive digestion
- Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance
- With specific ingredients to help support intestinal health and stool quality
- Specific ingredient to help support natural defences and long term health
- Contains high quality protein from lamb

Composition: Lamb (20%), Dehydrated poultry protein, Maize, Rice (10%), Soya meal, Animal fat, Dried beet pulp, Digest, Maize gluten meal, Dried egg, Maize grits, Minerals, Fish oil, Dried colostrum (0.1%).

No added colourants. Contains antioxidants of natural origin.
Tips on checking your puppy’s body condition

We have developed the PURINA® Body Condition System Chart to let you check the ongoing state of your dog from puppy to adult.

UNDERFED
1. Ribs, lumbar vertebrae, pelvic bones and all bony prominences evident from a distance. No discernible body fat. Obvious loss of muscle mass.
3. Ribs easily palpated and may be visible with no palpable fat. Tops of lumbar vertebrae visible. Pelvic bones becoming prominent. Obvious waist and abdominal tuck.

IDEAL
4. Ribs easily palpable, with minimal fat covering. Waist easily noted, viewed from above. Abdominal tuck evident.
5. Ribs palpable without excess fat covering. Waist observed behind ribs when viewed from above. Abdomen tucked up when viewed from side.

OVERFED
6. Ribs palpable with slight excess fat covering. Waist is discernible viewed from above but is not prominent. Abdomen tuck apparent.
7. Ribs palpable with difficulty; heavy fat cover. Noticeable fat deposits over lumbar area and base of tail. Waist absent or barely visible. Abdominal tuck may be present.
8. Ribs not palpable under very heavy fat cover, or palpable only with significant pressure. Heavy fat deposits over lumbar area and base of tail. Waist absent. No abdominal tuck. Obvious abdominal distension may be present.

Your vet will help you with this. Do not hesitate to ask.
Making the difference to your puppy’s world

We are committed to helping you and your dog enjoy a healthy life together, starting with puppyhood.

It is a truly amazing time. From bringing your puppy home to watching them grow, we want to give your dog a great start in life with the optimal nutrition.

For us, advancing dog nutrition is a life’s work. As dog owners and dog lovers ourselves, we’ll always be committed to innovation and finding new ways to help you make your puppy’s world amazing.

The most important ingredients though, are in the love you give your puppy. We are proud and delighted to help. Let’s make their world amazing.
Keeping your puppy’s world amazing

We want to help you make your puppy’s world amazing every day towards adulthood. Nutrition has a vital role in their development. That’s why PURINA® PRO PLAN® brings you a wide variety of puppy dedicated products within our OPTINUTRITION™ range. OPTINUTRITION™ provides scientifically proven benefits which target specific needs to accompany your dog throughout his life. It means that, whatever’s going on in your dog’s world, you’ll find a nutritional solution to match.

We’re proud to present the PURINA® PRO PLAN® Puppy Range. A culmination of years of research from our vets, scientists and nutritionists; it’s full of nutrition.