

A WELCOME

B STRONG FOUNDATIONS

C FEEDING YOUR PUPPY

D EXERCISE & TRAINING

E GROOMING

F HEALTH

G MOVING ON



# PUPPY CARE

*The best start for  
a healthy life*





# ABCs

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## Congratulations

You're ready to start learning the ABCs of caring for the newest member of your family.

This guide is designed to help you provide a healthy, happy life for your puppy. Feel free to print these pages so that you have this easy reference close at hand.

Your vet is the best source of information about your puppy, so please consult your veterinary healthcare team if you have any concerns about your puppy's health or behaviour.

We hope these ABCs continue to be a resource for your pet's health and happiness for years to come.



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Different lifestage.  
Different needs





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## First things first

Okay. You've brought your new puppy home. Now the real fun begins!

### The basics

Here are some essentials you'll need for your new arrival:

#### A name

Short names are easier for your puppy to recognise.

#### Identification

Every year, thousands of pets are lost, so identification is a must. Include your name and phone number on an easily readable tag. You should also consider microchip identification. Ask your vet about this.

#### Food & water dishes

A ceramic or stainless steel non-tippable bowl is recommended, but they must be durable and cleaned daily.

#### Collar & lead

The collar should fit snugly, but allow for 1-2 fingers width of space between collar and neck. Loosen the collar as your puppy grows.

#### Grooming aids

A dog brush and mild shampoo. Your vet can recommend a type of shampoo and a good nail clipper.

#### At home

##### Toys

Chew toys can help prevent your new companion from deciding your furniture looks good enough to eat. Be careful not to give them toys that look like items you don't want them to chew, e.g. a shoe. Balls and knotted ropes are also great. Avoid games that encourage your puppy to fight with you.

##### Bedding

This should be washable. The first few nights, your new pet might be lonely or afraid. A radio played quietly or a ticking clock can help soothe your puppy to sleep.

#### Pet carrier

It's a good idea to have one so your puppy feels safe when being transported in the car. They can be a place for your puppy to sleep and provide a safe, quiet haven for your pet. Allow room for your puppy to grow.

### Puppy-proofing your home

When deciding where you want your puppy to sleep, take into account those areas of the house or garden that are going to be out of bounds. To make housetraining easier, it's good to restrict the freedom of a new puppy in both the house and the garden.

Put kitchen rubbish out of harm's way or high enough to be out of your puppy's reach.





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## The right nutrition

**The food you choose to feed your puppy during the first year is critical to his adult development, health and growth.**

Hill's\* Science Plan\* is specially designed to provide all the nutrition your puppy needs. It is complete nutrition, without excesses or deficiencies to help avoid health problems.

Science Plan is the number one choice of vets to feed their own pets and your vet can help you choose the formula that's right for your puppy. If your puppy is currently fed another food, your vet will explain how to gradually change your puppy over to Science Plan.

Hill's offers a complete range of Science Plan\* Puppy foods to meet your puppy's unique nutritional needs, and enrich your pet's life.

### Balanced nutrition

Fat, protein, and minerals like calcium and phosphorus help build strong bones and muscles. They also provide plenty of energy for growth and play. That's why Science Plan is formulated to provide just the right levels of the important nutrients.

And because puppies come in many different shapes and sizes, their nutritional needs can vary. Science Plan Puppy products are specially formulated to ensure they get all the nutrition they need to grow healthy and strong, no matter how big or small.

### Great taste

Hill's has an on-going commitment to improving palatability and now Science Plan Puppy products have our New Best Taste. In fact, we're so sure that your puppy will love Science Plan that we offer a full money-back guarantee.

### What to avoid

#### Chocolate:

- This is dangerous for dogs.

#### Sweet biscuits:

- High in fat, low in nutritional value.

#### Raw or cooked bones (especially cooked from meat and poultry):

- Can splinter and may stick in the throat or intestine. They could also damage teeth and may cause constipation.

#### Grapes, onion and garlic:

- These can be dangerous for dogs.

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## What are antioxidants?

### Superior Antioxidant Formula

All Science Plan\* dry foods are enhanced to provide appropriate levels of antioxidants for the most advanced nutrition. These antioxidants have been shown to reduce the damage caused by free radicals. Free radicals – which result from sources such as pollution and UV light could cause damage that could result in a weakened immune system and possibly serious diseases.

The Superior Antioxidant Formula in Science Plan promotes a healthy immune system.



#### Vitamin E:

Vitamin E, along with other natural antioxidants, helps protect the immune system. A strong immune system helps defend against disease and the effects of stress caused by new surroundings and socialisation. Vitamin E also promotes a good response to vaccinations.



#### Beta-carotene:

Helps build a strong immune system and is considered a powerful tool in the fight against many diseases.



#### Vitamin C:

Regenerates vitamin E and also works to boost the power of vitamin E in the body.



#### Selenium:

An essential trace mineral that works with vitamin E and is an essential constituent of an antioxidant enzyme. These enzyme systems help protect against cell damage.

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### Find the right breed size of your puppy and monitor his healthy growth

Ask your vet to check if your puppy is the right weight for his age



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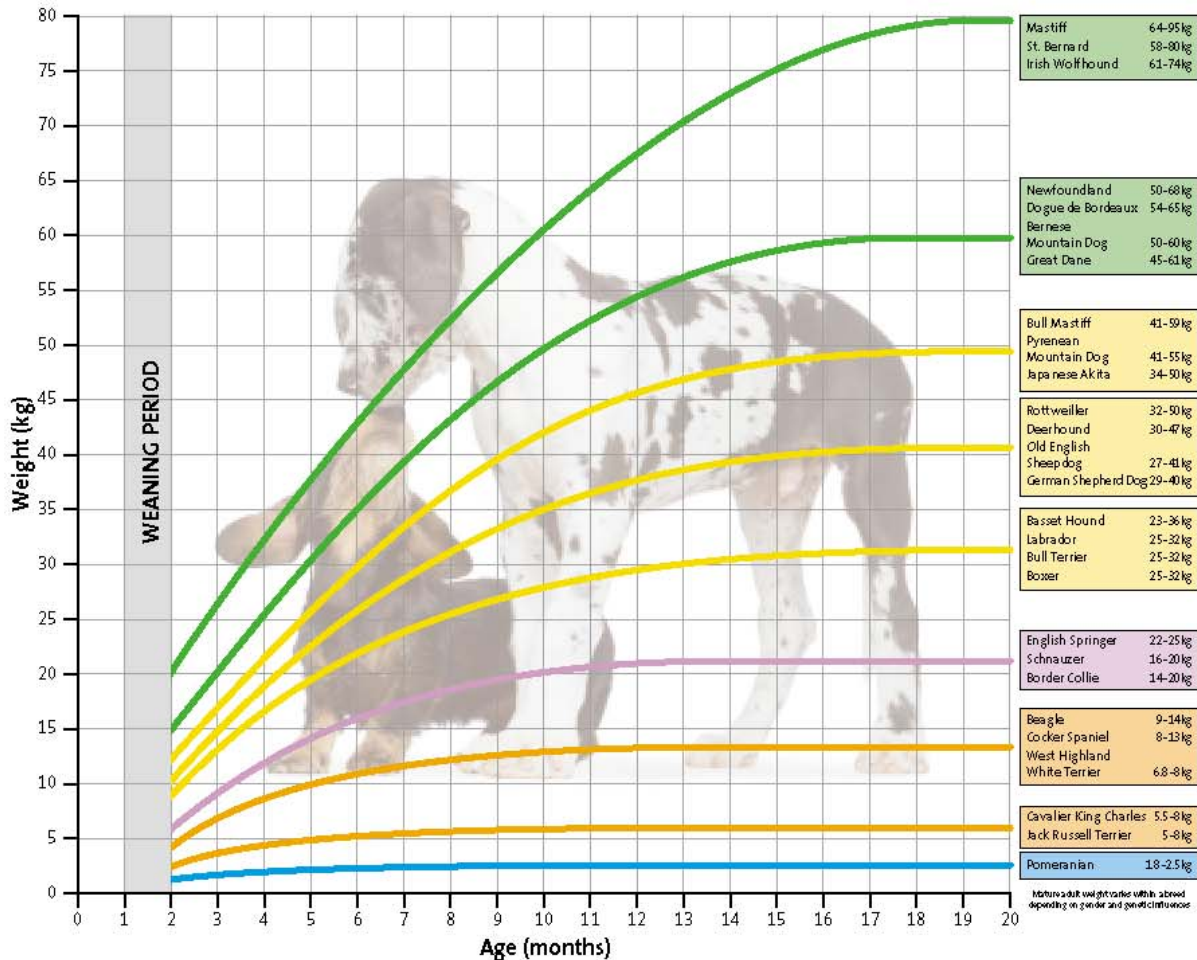
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### Breed Sizes

- Giant
- Large
- Medium
- Small
- Toy

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Notes: Adult weight ranges shown depending on gender and parent influences





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## Choosing the best product



### Science Plan® Puppy

Ideal for medium and small breed puppies that will weigh less than 25kg at maturity.



### Science Plan® Puppy Mini

Has all the nutritional benefits of Science Plan Puppy but is just right for puppies preferring a smaller bite.



### Science Plan® Puppy Large Breed

A large breed puppy (weighing more than 25kg at maturity) has very specific nutritional needs to ensure proper bone and joint development. Additional benefits for large breed puppies, include:

- L-Carnitine: Helps develop strong muscles and converts fat into energy
- Controlled fat and calories: Help control growth rate
- Vitamins & Minerals: An ideal balance for large breed puppies

### The benefits of Hill's® Science Plan®

- Omega 3 & Omega 6 Fatty Acids: Support healthy nervous and immune systems; promote healthy skin and coat
- Digestible Carbohydrates: Supply energy for lively puppies
- 23 Vitamins & Minerals: A complete balance for growing puppies
- Calcium: For strong teeth and bones
- Vitamin D: To properly absorb calcium
- B Vitamins: For an appropriate metabolism and appetite
- High Quality Protein: Includes all to essential amino acids for strong muscles





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## The importance of exercise and training

It's vital to your relationship with your pet that you establish good habits early on. Proper training enhances your relationship with your pet. Think of it as a good way of communicating with your puppy.

### Puppy classes

The best way to train your puppy is in a puppy class. It helps owners teach their dogs to respond to different commands, thereby establishing control. Your puppy will feel more secure and confident when he is taught to understand and obey simple commands. Your vet can help you find a good training class or the clinic may run one itself. When checking out possible classes, look for clean premises and a trainer who

enjoys working with dogs and uses positive techniques. When your puppy hits those rebellious "teenage doggy years," (age six months to a year), take a refresher course, if necessary, to reestablish control.

The more your puppy interacts with other people and other puppies (especially at an early age), the more socialised and well-behaved your dog will be. Your veterinary surgery may also run puppy socialisation classes and puppy parties to help in this.

### Basic discipline

When training at home, here are some basic techniques to keep in mind:

- Be consistent in what you say and do
- Remember that dogs have short memories, so be patient
- Correct your puppy when his behaviour is inappropriate. Praise him when it's right
- Never resort to physical punishment

### Breaking bad habits

Many behavioural problems, such as jumping, barking and biting, are simply inappropriate habits that can be prevented with proper training.

Consult your vet, experienced dog trainer or behaviourist for advice on correct training techniques.



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### Housetraining your puppy

Housetraining begins on the first day. Take your puppy out as soon as he wakes up in the morning, after naps, immediately after meals and drinking, and just before bedtime, to develop a routine. This method trains most puppies in less than a month.

If you don't have an outdoor area, you can train your puppy using newspapers. Spread them out on the floor and gradually reduce the covered



area every 1-2 days. Don't expect too much right away, for example, young puppies are rarely able to go through the night without the need to relieve themselves.

Praise your puppy often for good toilet habits. Consistency is necessary as your puppy depends on going outside at the same time every day.

### Accidents happen

When your puppy has an accident, immediately take him outdoors. A mild scolding for accidents is only effective when you catch your puppy in the act. Contrary to popular belief, never rub your puppy's nose or face into the soiled area.

### Exercise

Exercise is very important to the physical and mental health of your pet. Fitness helps prevent obesity and the health risks associated with it. Regular exercise also

teaches social skills and helps prevent bad behaviour.

Puppies love exercise but remember, you should be careful not to over-exercise your puppy. This may adversely affect his growth and development. Check with your vet before starting an exercise programme for your puppy.

When you exercise your puppy on a lead for the first time, be prepared for some resistance. The more frequently he wears a collar and lead, the sooner he will accept them as routine. You can make the experience more pleasant for your puppy through your patience and by sharing the fun of companionship.

Go to the park today! Throw a ball or other dog toy (never throw sticks). It'll do you both good and strengthen your relationship.

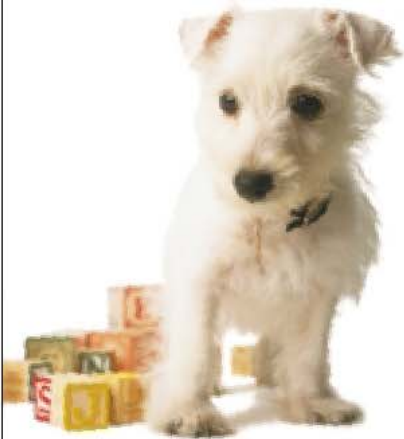




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## The importance of good grooming

Grooming plays an important role in both the health of your puppy and the bond you share.

### Grooming

Keeping your puppy well groomed helps to maintain his overall health. Use this time to examine your dog's coat and skin for problems, such as fleas or lice, tangles or skin irritations.

Tools: A pet brush or comb.

How: Brush in the direction of hair growth.

How often: Once a week and before baths to avoid tangles. Brush heavy-coated animals daily.

### Trimming nails

Tools: Dog nail clipper. Your vet can recommend one.

How: Ask your vet for instructions. If your dog has dark nails, you may want to have the vet trim them.

How often: As needed.

### Cleaning teeth

Good oral health is essential to your pet's overall health.

Tools: Toothbrushes and toothpaste are available. Do not use human toothpaste as the white froth created when brushing can cause them to panic and also may irritate their stomach if swallowed.

How: Ask your vet for brushing instructions. For complete tooth and gum care, a professional cleaning by your vet may be needed.

How often: Daily brushing is recommended, with a professional examination every six months to a year.

### Cleaning ears

Tools: Cotton wool balls and ear cleaning solution (do not use cotton buds).

How: Ask your vet or vet nurse.

How often: Every other week, depending on how dirty your puppy's ears get.

### Baths

Tools: A mild dog shampoo, a towel and patience! It should be a warm day for outdoor baths.

How: Whatever works best. Massage the shampoo well in to the coat. Avoid getting soapy water in their eyes and ears. Rinse clean and towel dry, then air-dry. When it gets cold, bathe and air dry inside or take your dog to the groomer.

How often: Two or three times a year as bathing too often may dry their skin.





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## Veterinary care

Your relationship with your veterinary surgeon is very important. He or she is your best source of information.

### What's normal?

Know what is healthy and normal, and report any abnormalities to your vet as soon as possible. Your vet has the most up-to-date advice on all of your puppy's ailments.

#### Eyes:

Should be bright and clear. Any discharge in the corners should be gently removed with cotton gauze soaked in warm water, wiping away from the eye.

#### Ears:

Should be clean and free of discharge and odour. Ear problems are painful and can cause hearing loss if not treated.

#### Nose:

Should be wet, clean and without discharge or sores.

#### Mouth:

Gums should be pink and healthy. Teeth need to be clean and tartar-free. Bad breath equals poor dental health. Check the lips for sores.

#### Coat:

Your puppy's coat should be shiny and clean.

#### Weight:

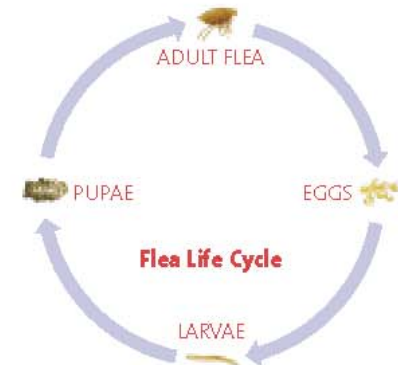
Do a Rib Check – with your hands facing down, thumbs on your dog's spine, run your hands along his sides. If you can't easily feel his ribs, then your puppy might be overweight and at risk from health problems. Consult your vet for nutritional advice.

#### Urine/faeces:

Any change in urine or faeces should be reported to the vet immediately.

### Parasites & Prevention

Fleas, lice and intestinal worms are among the most common parasites to infect pets. Some carry serious diseases that can be transmitted to pets, especially young ones.



### Fleas

Fleas bite and feed on a puppy's blood, causing itching and irritation. This can lead to medical problems such as:

- Flea Allergy Dermatitis, a common allergic skin disease
- Skin infection
- Anaemia
- Tapeworms

Ask your vet to recommend a flea product that stops fleas from biting and eradicates them quickly.

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### Ticks

Ticks are mainly in rural areas and they are known carriers of dangerous diseases to pets and humans. That's why you need a product that effectively repels and kills ticks before they can attach. Repelling ticks and preventing attachment can help reduce the transmission of tick-borne diseases. Ask your vet if and when tick control is recommended.

### Internal parasites

Many puppies are born with internal parasites or become infected after birth. Parasitic worms such as roundworms and hookworms can occasionally cause severe illness in puppies. Tapeworms are often found in puppies when their mothers have fleas. It's important to de-worm your puppy on a regular basis during the first six months. Your vet can provide an appropriate schedule and a broad-spectrum de-wormer that safely and effectively removes intestinal parasites including roundworms, hookworms, whipworms and tapeworms.

### Vaccinations

Puppies should begin their vaccinations as early as six weeks of age. The following diseases can be controlled by immunisations:

- Distemper
- Canine Viral Hepatitis
- Leptospirosis
- Parvovirus
- Bordetella (Kennel Cough)
- Rabies

Your vet can advise on the most appropriate vaccination schedule for your puppy. And remember consult your vet if you plan to travel abroad with your dog.

### Spaying & Neutering

Every year thousands of companion animals end up in animal shelters. Many of these animals have to be put to sleep. This problem exists largely because cats and dogs are allowed to breed with little regard for the availability of homes for their offspring.

Unless you plan to breed from your puppy, we encourage you to have your pet spayed or neutered in order to help address the problem of pet over population and unwanted animals.

In fact, research has shown that spayed or neutered pets live longer. It also reduces the risk of certain types of cancer and other health problems. You may wish to consider a lower calorie food for your dog after neutering as they are then more prone to weight gain.

Ask your vet how to prevent weight gain in neutered dogs. Talk to your vet about the spaying or neutering procedure. Make plans to do it today.

### Winter tips

- In the winter, keep your puppy's paws free of snow and snow melting chemicals like salt. They can irritate footpads and mouth. If your puppy is outside, change his drinking water frequently to prevent freezing.
- Pets like the smell and taste of antifreeze, which can be fatal if ingested, even in small amounts.





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Hill's innovation in lifestage nutrition can make all the difference in your dog's health. Hill's® Science Plan® pet foods are designed to meet the different needs of different breeds throughout their lives – from puppy to adult to senior years.



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## Different lifestage. Different needs.



### Adult<sup>1-6</sup>



#### Adult Products

- Antioxidants in the Superior Antioxidant Formula help maintain a healthy immune system and contribute to vitality, good health and longevity
- Formulated to help maintain strong muscle, teeth and bones
- 23 vitamins and minerals provide an ideal balance for adult dogs
- Available in a variety of great flavours

### Senior<sup>7+</sup>



#### Senior Products

- Contains a Superior Antioxidant Formula, which helps your pet avoid the effects of premature ageing
- Highly digestible with a taste they'll love
- Controlled amounts of phosphorus to help maintain kidney function
- Contains glucosamine and chondroitin sulphate to help maintain flexible, healthy joints

### Light



#### Light Products

- Science Plan® Light provides superior lower calorie and lower fat nutrition for dogs likely to gain weight. It is available for Adult and Senior lifestages

### Special Care



#### Special Care

- Science Plan® formulas for healthy dogs with special needs
- Canine Performance for working or nervous dogs
  - Oral Care to help clean teeth and freshen breath
  - For healthy dogs prone to sensitive skin
  - For healthy dogs prone to a sensitive stomach

