



# PUPPY GUIDE

LOYALL®...FROM THE BEGINNING.



INSIDE:  
A FEW HELPFUL HINTS ON  
HOW TO START THEM ON A LIFE  
OF PROPER NUTRITION.

[WWW.LOYALLPETFOOD.COM](http://WWW.LOYALLPETFOOD.COM)

## WELCOME TO THE NEW MEMBER OF YOUR FAMILY.

Our brand Nutrena® has been dedicated to the care and feeding of animals for more than 80 years, and making better pet food is still our first priority.

We're committed to improving the health and well-being of people and animals worldwide. We help ensure a safe, nutritious global food supply; we promote innovation in education; and we protect natural resources and strengthen communities like yours.

That includes partnering with your local retailer so you can count on the freshness and quality of Loyall® pet food. Just like your pet counts on you.

Our pets aren't just pets—they're an important member of the family. So we want to give them everything they need for a long, happy life.

That's why we've poured everything we know about good nutrition and great taste into every bag of our new Loyall premium pet food.

Because we understand what our pets need—**Loyall for a lifetime.**



## Thanks for picking me.

However, I do have a few questions concerning my nutritional health and well-being.

Have you considered:

- What you're going to feed me?
- Do I need any special medications?
- What vitamins do I need and why?
- Are you ready for me?
- How will you address housebreaking?
- What should I expect in the first 18 months?
- How often will I be pampered?
- Other supplies I will require?

## Yep...that's what I thought.

Please take advantage of the information and helpful tips on the following pages of this guide to answer any questions you might have about me.





## HOW IMPORTANT IS PROPER NUTRITION TO YOUR PET?

Our Loyall® formulas were created to meet the special nutritional needs of your pets, from puppies to senior dogs. For example, starches are great sources of energy, but they must be consistently cooked.



OPTI-COOK®

So we developed our patented Opti-Cook® process that ensures consistency and digestibility, leading to less gas and stool.

I'm hungry



## Loyall for a Lifetime.

Every Loyall® formula is made from high-quality ingredients to deliver optimally balanced nutrition for every stage of your pet's life.

Our Puppy Formula, a balance of essential nutrients, is formulated for the all-important strong start of a long, healthy life. It is formulated with natural sources of DHA and EPA, to help support your puppy's developing brain, and natural Omega-3 and Omega-6 fatty acids.

- Natural source of Glucosamine
- Contains prebiotics to help support nutrient digestion
- Balanced fiber sources to support digestion
- Natural sources of Omega-3 and Omega-6 fatty acids
- High-quality source for protein and fat from chicken
- Optimal blend of trace minerals important for skin and coat

Loyall Puppy Formula 31/20 meets the nutritional levels established by the AAFCO Dog Food Nutrient Profile for growth. Visit [www.loyallpetfood.com](http://www.loyallpetfood.com) for more information and to find your local retailer.



Available in formulas for every stage of your pet's life.

## MAKE SURE YOUR PUPPY DOESN'T BRING HOME A FRIEND.

You're thrilled to be taking home a puppy who will grow into a loyal companion. But chances are very good that your puppy is carrying intestinal worms. Studies show that virtually all puppies are infected, often from birth. Luckily, protecting your puppy and your family against intestinal worm infections is easier than ever!

**I'm healthy**



## Give your puppy a healthy dose of love and protection.

The more you know about intestinal worm infections, the better you can protect your puppy and your family. (Note that worms can infect people with what is known as zoonosis.)

Of course, an important way to treat worms is to prevent their spread.

### Take these simple precautions:

- Dispose of feces right away.
- Cover sandboxes when not in use.
- Thoroughly wash your hands after picking up feces or before handling food.
- Discourage your dog from licking people, especially on the face.
- Don't let your dog eat feces, raw meat or animal carcasses.



I'm ready

## MICRONUTRIENTS CAN MAKE A MAJOR DIFFERENCE.

You want your puppy to be at his very best every day. That means a lustrous coat and a bouncy step. Part of that balance includes some of the smallest nutrients—organic trace minerals. Through the use of high-quality ingredients, you can help your puppy shine.



## Optimize your puppy's vitality.

It's amazing, but very small amounts of minerals can make a big impact on your puppy's overall health and activity.

- Zinc helps support foot pad growth, skin function and wound healing.
- Manganese aids in joint and skeletal growth and development, as well as enzyme function.
- Iron makes for healthy blood components and helps maintain energy.
- Copper provides nutrients for the immune system and maintenance of hair pigmentation.

And those are just a few of the many vital micronutrients. For example, selenium and molybdenum further aid important enzymatic reactions, while iodine helps regulate energy metabolism and cell growth.

These micronutrients play a pivotal role in skin, foot pads, nails and overall coat quality. Besides putting the shine in your puppy's coat and the spring in their step, micronutrients improve your female dog's ability to have puppies of her own.

Consider a well-balanced nutrition program that includes high-quality organic trace minerals.



I'm home

## THE IDEAL: "YOU'RE WELCOME" MEETS "I'M WORRY-FREE."

Pound for pound, a puppy in a living room might cause more mischief than a bull in a china shop. Your puppy will be entering a new environment—probably for the first time—so they want to feel safe and reassured. A few simple actions can make everything welcoming for your puppy and worry-free for you.



## Preparing for the puppy's arrival.

Bring your dog home at a quiet time, when your family is in its routine and there are no strangers around. Introduce your puppy to his bathroom "spot" in the yard before bringing him in the house. Have a crate set up and stocked.

**The family:** If you have children at home, speak to them before the puppy's arrival. (They will be too excited when the big event happens.) Children, especially, need to learn how to play with a dog—it's not a toy and should not be tugged, tossed, or squeezed too hard.

At the same time, they need to learn how to give consistent commands and what the rules are—no table scraps.

**Other pets:** Other dogs should meet the new puppy on neutral territory, on a leash. Before meeting a cat, your puppy should be exercised and calm. Some initial swatting is to be expected, but monitor both animals closely and praise both for good behavior.

**The surroundings:** View your place from a puppy-eye level. Child-proof doors, move objects to higher positions and put away anything they should not be putting into their mouths.

**Outside:** Walk your place thoroughly and put away any hazardous materials and seal off access to any dangerous places. Hazardous materials include: chemical cleaners, pesticides, fertilizers, antifreeze and electrical cords that can be chewed. If your place is fenced, check for gaps.



**I gotta go!**

## ENJOY YOUR DOG— AND YOUR HOME.

If your dog is going to spend any time in your home (even the toughest sporting dogs are now a part of the family), you're going to need to housebreak them. While it requires attention, housebreaking doesn't need to be painful—for you or your puppy.



## These steps will make housebreaking less of an emergency.

There are various approaches to housebreaking your dog. For example, on <http://www.peteducation.com>, you will find a comprehensive approach to training with a number of options explained.

**No matter what option you select, there are a few simple rules:**

- House training is training. Be consistent, be watchful and be firm, but be in control.
- Prepare their crate and let them treat it as their den. Dogs will not foul their own den.
- Correct them during the act, not after. They will not connect the mess and the act of making the mess.
- Correct, don't punish. A firm "no" is all that's required.
- Watch your dog carefully. Pay specific attention to signs such as circling, sniffing, scratching and checking for a good spot. Grab them gently and whisk them outside before they can make their mess.
- If they do make a mess, clean it thoroughly. Have these supplies on hand: a good paper towel, a plastic bag, a mild detergent and an odor remover. You need to clean well and quickly because dogs respond to smell, and the smell of feces or urine will tell them this is a place they can relieve themselves.
- Dogs crave and respond to clear praise.



**I'm growing**

## A JOURNEY IS BEGINNING.

To own a puppy is to be pleasantly surprised. Again and again. But there are some things you want to anticipate, so we've provided this timeline. Please note: these are broad guidelines. The maturity process varies from breed to breed and dog to dog. Your veterinarian and breeder are valuable consultants here.



## Your puppy's first 18 months.

### 1 Month

- Weaning can begin. You'll also notice the first teeth coming and, in a few more weeks, the first nipping, play-fighting and chewing.
- To do: Schedule a visit to your vet as soon as your puppy arrives. Consider a "get acquainted" visit so your dog develops pleasant associations with trips to the doctor.
- Begin housebreaking.

### 3 Months

- Recognizes own name. Chases own tail, tossed objects, other dogs.
- Tip: It's important to reinforce your puppy's recognition of her name with praise. If you are selecting a name, think two syllables. One-syllable words can be confused with commands. Polysyllabic words can confuse your dog.

### 4-5 Months

- Responds to "come".

### 6-7 Months

- Can respond to basic commands and fetch.
- Smaller dogs approaching sexual maturity.
- Milk teeth lost. Permanent teeth in.

### 8-11 Months

- An important housebreaking milestone—your puppy can be expected to "hold it" for up to eight hours.

### 12-18 Months

- Close to adult weight and height for large breeds.
- Sexual maturity for some large breeds.
- Social maturity for all dogs.
- Replace puppy food with one of the Loyall® adult pet food formulas.





**I'm clean**

## HEALTHINESS STARTS WITH CLEANLINESS?

Bathing and grooming are seemingly simple, but absolutely essential, to your puppy's well being. Of course, these activities are a good way to remove odor, dirt and bacteria. But brushing and bathing your pet is also a great way to bond with your dog and to check for early signs of possible health problems.



## When you follow these bathing and grooming tips, everybody's happy.

First off, there's a persisting myth that it's bad to bathe puppies too soon. Don't believe it. It's okay to start bathing your puppy right away. Just use a good shampoo designed for dogs.

### Keep a few things in mind:

- Wash your puppy whenever he gets dirty or once a week.
- Make sure you have everything close at hand: brush, pet shampoo, cotton balls for the eyes, sterile ointment for the eyes, towels.
- Begin with a brushing. This will also relax your dog, who experiences brushing as a form of petting.
- Speak in a soothing voice. This is a new experience for them.
- Apply a sterile eye ointment to your puppy's eyes. Insert cotton balls in her ears.
- Shampoo your dog as much as you would a human child: warm water, gentle scrubbing, a thorough rinsing. Towel-dry your puppy. Air-drying should be fine, but if you use a hair dryer, set it on cool.
- Note: You will want to supplement bathing with brushing. For most breeds, this is straightforward, but be sure to ask your breeder about any particular grooming requirements.
- The harder your dog plays—or works—the more important bath time is.



## YOU SUPPLY PEACE OF MIND.

Like you, your puppy requires supplies to stay fueled and hydrated, to keep from getting lost, to feel at home, and to stay clean, comfortable and happy. Fortunately, good supplies can be found at your favorite retailer, a call to your vet, or even a click or two online.

**I'm complete**



## This simple checklist can help you prepare for puppy's arrival.

**Food:** Continue with the Loyal<sup>®</sup> Puppy Formula 31/20 used by your breeder. Find out where you can get Loyal food and when they are open—to avoid a Sunday night emergency.

**Bowls:** You will want separate bowls for food and water. A non-absorbent material such as glass, ceramics or stainless steel will help prevent the retention of old food (and new bacteria). Your dog shouldn't be able to tip the bowl over.

**Collar and Leash:** Start with the collar. Then try the leash for short walks.

**Pet ID:** Include your pet's name, your name, and your phone number. A microchip can help identify your dog if she loses her collar.

**Crate or Carrier:** Get a crate or carrier your dog can grow into and move around in. Furnish it with a blanket and some toys.

**Grooming and Bathing Supplies:** These include a brush and comb, pet shampoo, cotton balls for ears, a sterile eye ointment and towels.

**Cleaning Supplies:** Think paper towels, mild detergent, plastic bags and all-purpose odor remover.

**Toys:** Puppies without toys find toys, often in your shoe closet.

