

# EUKANUBA<sup>®</sup> PuppyPrint<sup>™</sup>

Volume 1, Number 1

*The Best You Can Do For Your Dog.*

## QUESTIONS?

Problems? Call  
The Eukanuba Hotline,  
**1-800-537-8777**,  
9 am to 8 pm EST  
Monday through Saturday.

### In This Issue!

You and your puppy...  
**THE FIRST 48 HOURS**



**3** Nutrition...  
**FUEL FOR DYNAMIC GROWTH**



**4** Health...  
**HEALTH CHECK**



**6** House-training...  
**NO MORE PUDDLING**

and more...

## The First Four Weeks at Home

*H*umans have it easy. We spend 18 years or so growing up with our parents, and then, strong and independent, set out on our own.

For puppies, it's another story. After eight or 10 weeks of infant life with mom and their litter-mates, they suddenly find themselves separated and sent off to strange new owners.

That's when you become the new surrogate parent of a delicate little creature, one completely dependent on you.

### The time is now

It's exactly at this time, between seven and 12 weeks, that the special attachment between dogs and their owners happens. During these impressionable weeks, you lay the foundation for a long relationship. Your commitment to unconditional love, sensitivity and decisiveness at this time will have a profound effect on whether or not your puppy will grow into a happy, obedient dog.

- **Unconditional love** means not just loving the puppy when he's cute and entertaining. It means loving him even if he messes on a carpet or keeps you up all night whimpering.

- **Sensitivity** means you're aware of how much this soft little bundle resembles a newborn baby, helpless and dependent. He needs you to provide an environment that's safe, warm and nurturing.

- **Decisiveness** means the leadership you provide as head of the pack. As a descendant of the wolf, your puppy instinctively behaves as a pack animal. As the new pack leader, what you say goes.



### Time is the thing

Try to be as available to your puppy as much as possible these first weeks. At the very least he needs attention every three hours. Give him lots of encouragement and affection. Cuddle him, pat him reassuringly. Call him by name. Be tender but firm, and create a life-long relationship of love and respect. 🐾

### That's a Good Dog!

What do people really mean when they say, "Now that's a good dog"? A good dog grows up in a household that's safe and loving. A good dog has been properly taught so that he is house-trained, comes when called, stays when told, doesn't pull when taken for a walk, and doesn't jump on, growl at or nip family members, friends or strangers.

In this series of PuppyPrint newsletters, we'll give you guidelines and advice on how to bring up the "Good Dog" you want. 🐾

**Nutrition...**

# Fuel for Dynamic Growth

Along with your puppy, you've brought home a bag of Eukanuba® Puppy Food. For plenty of good reasons, you'll do well to stay with Eukanuba. Most important, you count on it for the carefully balanced nutrition that your puppy needs. Eukanuba helps him grow strong bones and teeth, a glossy coat and a healthy digestive system. Your breeder started your pup on Eukanuba for these very reasons.

Also important: Switching foods now can create problems. Diarrhea or upset stomach may result.

## Meat protein: the best for your dog

Through our extensive research we know puppies and dogs thrive best on a diet high in meat, not vegetable, protein. Your puppy has a simple digestive system, short intestinal tract and intestinal lining compatible with his meat-eating ancestors. Dogs can adapt to "vegetarian" foods, like some sold in supermarkets, if necessary enzymes are present, but our research shows vegetable protein doesn't work as well with the physiology of the dog. That's why we base Eukanuba formulas on meat protein.

## The right food for the right reasons

Here's why so many professional breeders, dog show specialists, veterinarians and trainers rank Eukanuba as the best. Eukanuba Puppy Food contains a minimum of 32 percent crude protein and 21 percent crude fat, two of the most valuable nutrient groups for your puppy. This means Eukanuba gives your puppy



more nutrition per ounce than most other foods do. Of course, the most important result for you is that you raise a healthy puppy. But there's a side benefit, an easier time of housebreaking. Since the puppy gets more nutrition from less food when he eats Eukanuba, he produces smaller, firmer stools. 🐾

## Recommended Feeding Portions

STANDARD MEASURING CUPS PER DAY

WEIGHT (LBS.)	6-11 WEEKS	3-4 MONTHS
3-5	¾ - 1 ½	¾ - 1 ½
5-10	1 ½ - 2 ¼	1 ½ - 2
10-20	2 ¼ - 3 ½	2 - 3 ½
20-30	3 ½ - 4 ¾	3 ½ - 4 ½
30-40	4 ¾ - 5 ¾	4 ½ - 5 ½
40-60		5 ½ - 6 ¾

These portions are averages and fine for your puppy now. Issue Two will provide even more information tailored to your breed.

If you have any questions about Eukanuba or your puppy's health, call our hotline: 1-800-837-8277. We're here from 9 am to 8 pm, EST, Monday through Saturday.

## When to feed, and how much

In general, for all sizes of dogs, we recommend plenty of fresh water at all times and carefully measured portions of Eukanuba three times a day based on the puppy's breed, size and weight.

**1 For smaller breeds:** You have the option of open feeding. You put out the puppy's daily allotment of food in the morning and leave it out all day. As small breeds pace their eating better than large dogs, this method provides a sensible way to feed them.

**2 For more than one dog:** You can use timed control. Three times a day put the food out for 30 minutes, then take it away. No individual dog will dominate the food bowl for that long, so the others will get their share.

**3 For larger dogs:** Portion control. Divide the puppy's daily food requirements into three equal portions and serve them morning, noon and night. If your puppy will weigh 50 lbs. or more as an adult, take great care not to give him more Eukanuba than recommended. If he overeats, as with any food, he can grow too fast, and skeletal weaknesses may result.

Your next issue of PuppyPrint (you'll get it in the mail) will feature a feeding chart specific to your dog's breed with all the information you'll need throughout his first year. Meanwhile, here's the information you need right now. ↓



## "Dr. Dan"

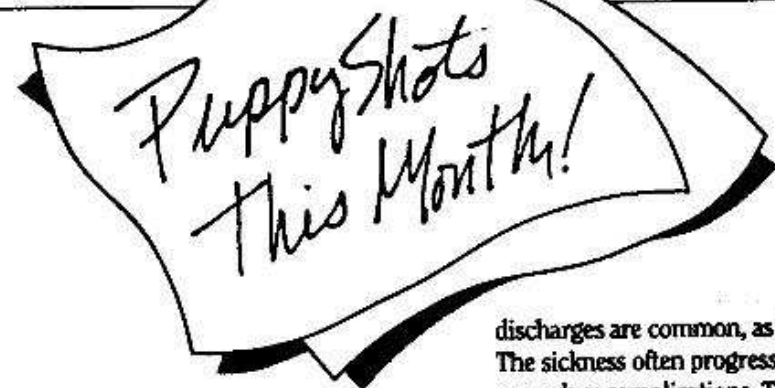


The doctor who often represents Eukanuba Puppy Food at breeders' meetings and similar events is

known around Dayton, Ohio, as Dr. Dan. He's Daniel Carey, DVM, a veterinarian in the Research and Development Department at our Technical Center.

An expert on puppy (dogs and cats, too) nutrition and health, Dr. Dan is a graduate of the University of Missouri College of Veterinary Medicine and before joining Eukanuba was in private practice and research. Dr. Dan serves as an adviser to the Eukanuba Puppy Hotline, which answers your questions on every aspect of raising a puppy. 🐾

*Daniel Carey DVM*



Newborn puppies benefit from immunities given in their mothers' milk. But once weaned, that protection soon dissipates. That's why it's so important they get their shots quickly.

Vaccinations usually begin at nine weeks, followed by several boosters about three weeks apart.

Here are five illnesses these miracle vaccines protect your puppy against:

**Parvo** - This virus first appeared in 1977, and within a year it swept the U.S. and Canada. Today it remains one of the most serious threats to puppies lives. Symptoms, when they appear, include high temperature, vomiting and diarrhea. Even with hospital care the mortality rate is high.

**Distemper** - A highly infectious disease that starts with high temperatures, vomiting and listlessness. The puppy's coat and skin become unhealthy, eye and nose

discharges are common, as is diarrhea. The sickness often progresses with secondary complications. The worst is encephalitis, or inflammation of the brain. Dogs that do recover may be left blind, deaf or with an impaired sense of smell.

**Hepatitis (Adenovirus) - Canine hepatitis** is almost always fatal in puppies because it acts so quickly. Suddenly the puppy will be in pain, and in just a few hours he will die.

**Tracheobronchitis** - This disease commonly called "kennelcough" causes a persistent dry hacking cough that can last for weeks. It's not life-threatening, but it annoys and debilitates your puppy.

**Leptospirosis** - Lepto is an acute infectious disease usually acquired by dogs sniffing around the urine and stools of infected animals. To defend your inquisitive puppy against this often fatal sickness, you need both vaccination and quarantine (see box below). 🐾

## Strength Sappers

Parasites are "freeloaders" that live off your dog and make his life miserable. And though he'll never give up trying, he'll get little or no relief from all that scratching, licking and biting.

Beyond being annoying, parasites, whether internal or external, can drain your pup's energy.

### Worms

Roundworms, hookworms and whipworms can debilitate a dog causing diarrhea, vomiting and, if untreated, anemia, an illness that can lead to the puppy's death. Your vet will ask you to

provide stool samples regularly for lab analysis to detect internal parasites.

### Bugs

Four kinds of external parasites lie in wait out there for your puppy: fleas, lice, mites and ticks. Easy to pick up, quick to infest and problematic to deal with, they signal their presence with flea "dirt" and puppy's furious scratching reaction. That's your signal to get to the veterinarian for the right kind of insecticide treatment. Puppies shouldn't wear flea collars. The poison in them is too toxic for a young dog. 🐾

For now:

## Quarantine

Until your puppy gets his full round of shots, including all the boosters your veterinarian recommends, keep him away from other animals — even places other animals visit. He could pick up an infectious disease from stools or saliva, from viruses in the air, from fleas or mosquitoes, as well as from other dogs. When you take the puppy to the veterinarian, keep him on your lap or in his carrying cage. You may want to restrict your puppy's play time to indoor activities until he's immunized; usually, the vaccination series is completed by the time the puppy is 16-weeks old. 🐾



# Up for Success

## Watch out for teething time!

You're probably prepared for the inconvenience of a few puppy puddles. But they don't match the damage a puppy's chewing can cause: torn furniture, ripped-up newspapers or worse — a ruined album of treasured pictures, for example. It happens because your puppy's immature and his emerging teeth hurt. *He needs not your anger, but your patience, sympathy and certainly, your preventive measures.*

Chewing often indicates *need* rather than willful disobedience. Over the next months, your puppy must replace the "milk" teeth he has now with 42 adult teeth. Sometimes, the emerging teeth hurt, and he chews to alleviate the pain — just as you might put pressure on your own aching tooth. Yet if he's destructive, your anger, even if you try to hide it, may delay the bonding you want between the two of you. What's more, chewing can endanger him as much as it endangers your possessions. So protect him from being bad! 🐾



## Seven ways to prevent chewing

**1** Move valued furniture, loose pillows, house plants and books out of any area the puppy has access to. Check carefully for any dangerous objects, such as lamp cords, pins and needles, pens and pencils.

**2** Put him in his crate when you can't watch him. He'll go to sleep, most likely; the house will stay safe, and you won't have to punish him.

**3** Give your puppy his own special chew toys. At Eukanuba, we prefer nylon or rawhide bones or hard rubber toys that don't look like household objects. If you see the puppy even

start to move toward something he shouldn't chew, say "No!" and give him a toy. Be consistent. He'll catch on.

**4** A puppy *likes* to chew. It's part of exploring. And he may chew when he's bored. Exercise and plenty of attention can help control chewing.

**5** Commercial sprays from your pet store can make items such as furniture legs unattractive to your pet. Or try spraying with Listerine.\*

**6** Your puppy loves chewing your old sneaker or sock, because the odor reminds him so strongly of you. But he'll love the new sneakers you've worn only

once or twice just as devotedly. So keep him away from all sneakers (and socks), old or new.

**7** Check with your veterinarian if your puppy shows symptoms of really bad teething pain. He may paw the side of his face, rub his face on the floor, have difficulty eating. It could be his baby teeth require extraction. Meantime, ease his pain by letting him chew ice cubes or a damp cold washcloth. 🐾