

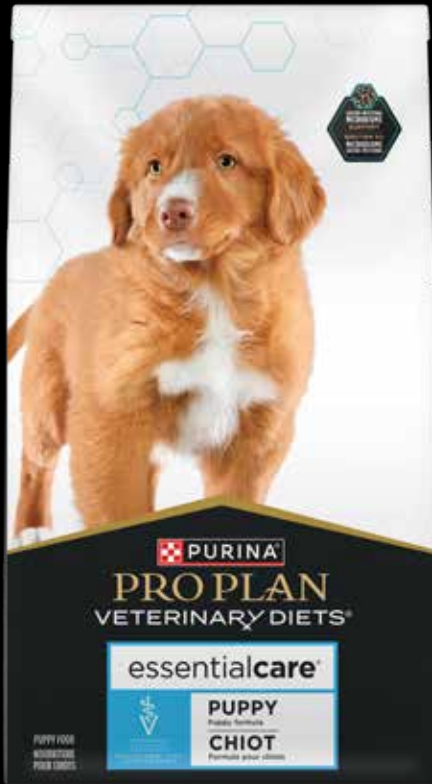
 **PURINA®**  
**PRO PLAN**  
VETERINARY DIETS®



**essentialcare®**

**PUPPY**

**SPECIALLY FORMULATED NUTRITION  
FOR GROWTH & DEVELOPMENT**



essentialcare®

**PUPPY**

Puppy formula



**Healthy Microbiome:** enhanced with colostrum to help support a healthy gut microbiome and promote digestive health



**Brain and Vision:** DHA, an omega-3 fatty acid found in mother's milk, helps support brain and vision development



**Immune Health:** Contains antioxidants (Vitamin A,E,C) and colostrum (natural milk proteins) to help support a developing immune system



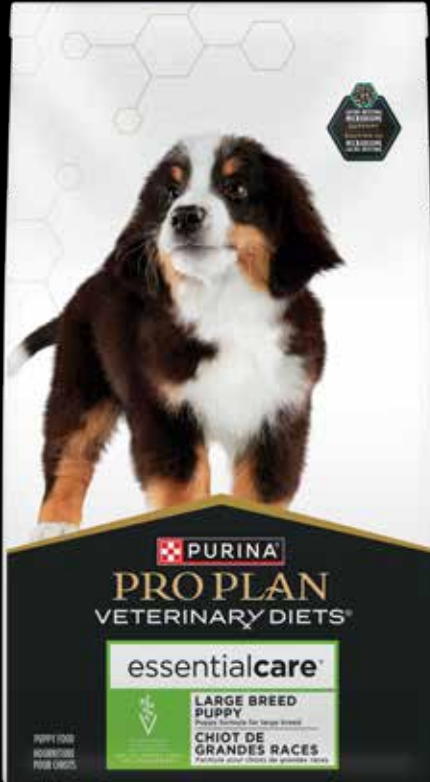
VETERINARY  
EXCLUSIVE



# essentialcare®

## LARGE BREED PUPPY

Puppy formula for large breed



VETERINARY  
EXCLUSIVE



**Healthy Microbiome:** enhanced with colostrum to help support a healthy gut microbiome and promote digestive health



**Immune Health:** Contains antioxidants (Vitamin A,E,C) and colostrum (natural milk proteins) to help support a developing immune system



**Joint Health:** Omega-3 Fatty acids (EPA) from fish oil and glucosamine to help nourish healthy joints of growing puppies. Specific kibble size for large breed puppies.





## FEEDING YOUR PUPPY

Mealtime is one of the most exciting events in your dog's day. It can also be fun for you, allowing you to provide complete nutrition to help keep your pet healthy and giving you an opportunity to bond with them.

But don't let your dog get too much of a good thing — talk with your veterinarian about the right amount to feed.



iStock™

Credit: BLACK\_FACTORY

## WHY PUPPIES NEED SPECIAL NUTRITION

Keeping your dog in ideal body condition, and providing 100 percent **complete and balanced, high-quality nutrition** is key to helping your pet live a happy, healthy life.

Puppy food is specially formulated to meet the needs of growing pups. It has more calories than adult dog food and proper levels of essential nutrients, including vitamins and minerals puppies need to develop healthy immune systems, strong bones and more.

A high-fat diet or overfeeding could result in accelerated growth rates. Puppies who grow too fast have higher risks of obesity and skeletal deformities. It can even decrease their life expectancy.

A complete and balanced diet is essential for normal growth that results in an ideal body condition once a puppy reaches adulthood.

To ensure proper weight gain throughout puppyhood, feed your puppy the right amount of food each day and adjust as your puppy grows. During the first year, your puppy needs the best possible nutrition to help build strong bones and teeth, promote proper development, strong muscles, good vision, and a thick, lustrous coat.

Your puppy will do best on food that is specially formulated for growth. You can rely on Purina® Pro Plan Veterinary Diets® essential**care**® puppy foods

to provide the key nutrients and calories growing puppies need. And, you can be sure that all of our high-quality foods — from nutrition for puppies to adult dogs to senior dogs — help give your pet a healthy advantage throughout their life.

The caloric requirements of puppies gradually decrease over time and vary by breed or size. Many breeds complete growth and development in approximately one year, but certain large and giant breed puppies, such as St. Bernards, may not mature until they are nearly 2 years old.

Consult your veterinarian about what type of nutrition is most appropriate for your breed of dog at any particular life stage.



### Switching foods

A gradual transition is the best way to switch to a new food over a 7- to 10-day period to avoid digestive upset. Simply feed a little less of the previous food each day and a little more of the new food until you're feeding Purina® Pro Plan Veterinary Diets® essentialcare® exclusively.



### Staying healthy on the inside

Sometimes a diet change or stress can cause your dog to experience soft stools or diarrhea. Talk with your veterinarian to see if a probiotic such as Purina® Pro Plan Veterinary Supplements® FortiFlora PRO Synbiotic Action™ Canine Probiotic Supplement is right for your pet. FortiFlora PRO Synbiotic Action™ contains a combination of prebiotics and probiotics to help improve stool quality and support a healthy intestinal microbiome. Easily sprinkled on food, it can be fed to puppies over the age of 8 weeks and adult dogs.



## WHERE, WHEN AND HOW TO FEED

Check your dog's food package for the recommended feeding amounts for various ages and weights. It's important to know that these recommendations are only guidelines, and the right amount of food will vary with the needs of your individual pet. Ask your veterinarian for guidance on feeding and giving treats so your dog does not become overweight.

For puppies 6 to 8 weeks of age, schedule three feedings a day. Establishing a feeding schedule, along with the proper diet, is important in housetraining your puppy. You may want to moisten your puppy's food with water at first. This makes it easier for puppies, especially smaller breeds.

As your puppy gets older, you can gradually reduce the water mixed with his dry food, or you can continue to feed it moistened. Switch to two feedings per day around three to four months of age.

## CONSISTENCY IS KEY

Unlike people, dogs do not need variety in their diets; they need consistency in the form of 100 percent complete and balanced nutrition.

Talk to your veterinarian about when your puppy is ready for adult dog food. Make a choice and stick with it. Changing food frequently can cause dietary upset.

### HELP EXTEND YOUR DOG'S HEALTHY YEARS

A groundbreaking, 14-year lifespan study by Purina\* showed that feeding dogs to an ideal body condition throughout their lives can help extend their healthy years – by 1.8 years for the dogs in the study. And although the dogs in the study generally developed the same chronic conditions as they aged, the need for treatment for these conditions was delayed in the lean-fed dogs.

The Purina® Life Span Study reveals the crucial role that maintaining ideal body condition plays in health. Another Purina®-sponsored study conducted at Texas A & M University College of Veterinary Medicine showed that when overweight dogs with osteoarthritis returned to optimal body condition, they were able to exert more force in less time on legs affected by osteoarthritis.\*\*

\*Kealy RD, Lawler DF, et al. Effects of diet restriction on life span and age-related changes in dogs. JAVMA 2002; 220(9):1315-1320.

\*\*Burkholder, William J.; Taylor, Lathrop. Weight loss to optimal body condition increases ground reactive force in dogs with osteoarthritis. [Published in Compendium 2001;23(9A):74] Donald A. Hulse, College of Veterinary Medicine, Texas A&M University, College Station, TX, USA.

### Water

Make fresh water available to your dog at all times, and clean their food and water dishes daily. Place them away from foot traffic and noise, in a place that is comfortable and easy to reach. Do not change the location of the dishes unless it is absolutely necessary. Do not allow people to disturb or startle your dog while they eat.

### What not to feed your dog

- » Bones
- » Table scraps or any people food
- » Chocolate (toxic to dogs)



## WHAT'S IN A LABEL?

Pet food labels provide information to help you make a good food selection for your dog.

### **GUARANTEED ANALYSIS**

The label provides a guaranteed analysis that states the minimum levels of protein and fat, maximum levels of fiber and moisture, and any additional guaranteed nutrients the manufacturer provides.

### **INGREDIENTS**

The label also shows all ingredients used to make the pet food, listed in descending order of their predominance by weight.

### **LIFE STAGES**

The label should indicate whether the product provides complete and balanced nutrition for all life stages (including growth, gestation/lactation and adult maintenance) or for a particular life stage, such as adult maintenance.

### **FEEDING STUDIES**

The label should show if the product has undergone animal feeding studies. If you have questions about your puppy's food that are not answered on the label, check with your veterinarian or contact the manufacturer.

## WHEN TO SWITCH TO ADULT DOG FOOD

The general rule is to switch your puppy to an adult dog food when they have finished growing — usually around their first birthday. However, if you have a larger breed, that could be closer to their second birthday. Ask your veterinarian when it's the right time for your dog to transition to an adult dog food.

### **FEEDING YOUR ADULT DOG**

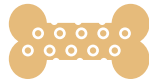
Proper nutrition plays an important role in all stages of your dog's life. The adult dog has different nutritional needs from those of a growing puppy.





## SUPPLIES YOU WILL NEED

### TOYS



Safe toys are an important part of your pet equipment. They can help your dog exercise and provide a safe way to satisfy your puppy's need to chew.

Rubber toys that can be filled with treats, nylon chews and hard rubber balls are fun and usually safe.

### GROOMING TOOLS



The proper grooming tools will differ depending on your puppy's hair coat. For short-haired breeds, use a brush with natural bristles, a rubber curry comb or grooming hand mitt. A sturdy wide-tooth metal comb and perhaps a slicker brush are needed for long-haired breeds. Establish your dog's grooming program as soon as possible so they'll get used to being groomed.

### TRAINING COLLAR

Training collars are not necessary for young puppies. Ask your veterinarian for advice on a training collar for your older dog's specific behavioral needs. Be sure to ask about proper application and use.

### FOOD AND WATER BOWLS

Bowls should be easy to clean and heavy enough to not tip over.



### COLLAR AND LEASH

Your puppy's first collar and leash should be made of light-weight nylon or leather. For collar size, measure their neck and add two inches. Check their collar frequently to be sure they haven't outgrown it. When they are older or if you have adopted an adult dog, you will need to buy a webbed-cotton or leather leash with a secure clasp. Six feet is the best length for training and walking.

### IDENTIFICATION TAG



An identification tag permanently attached to the collar should give your new dog's name, and your name, address and phone number. Another identification option is available: placing a microchip under your pet's skin. Consult your veterinarian for more information about this method of identification.

### CRATE

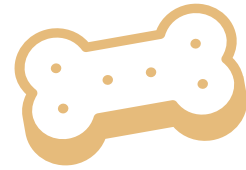


The crate will become your dog's safe place, and his special place to go to sleep and feel secure. Put it near or in the family hub of activity, so your dog feels like part of the family. This is his home, too, and he should feel comfortable here. The key to successful use of the crate is to always use it in a positive manner — never as a punishment.

### Toys to avoid

If your dog can fit a toy in their mouth, the toy is too small and could be unsafe. Avoid sponge toys or items with squeakers, whistles or other attached parts that your dog could swallow. Keep your dog away from children's toys made of soft rubber, fur, wool, sponge or polyurethane. Swallowing any of these materials could cause digestive problems. Don't let your dog play with old shoes or clothes. This makes all your clothing and shoes fair game.

## TRAINING YOUR DOG



Dogs are group-living animals that both expect and respect a leader in their social set. So, it is important that you assume a leadership role by establishing **clear rules and expectations** for behaviour. By doing so, you help your dog learn their role and place within their new home.

### UNDERSTANDING CANINE BEHAVIOUR

A few simple rules will help make training easier and help your dog learn the rules of the house.

- » Be firm and gentle, but do not punish.
- » Be consistent; all family members should have the dog follow the same rules.
- » Have your dog earn attention and other rewards by being calm and quiet.
- » Follow through with each command, and only give each command once.
- » Never hit or strike your dog for disobeying.
- » Always reward good behaviour with plenty of praise, patting or with a small kibble of food.

### HANDLING YOUR PUPPY

Throughout their life, you will need to handle your dog to groom them, trim their nails, check for any problems and perhaps give medication. These tasks will be easier if you get your puppy used to being handled on a regular basis. When your puppy is calm, gently run your hands over their feet and body while talking softly to them. Look into their ears and perhaps even open their mouth. Reward your puppy with praise, petting and treats.



## BEHAVIOUR TRAINING FOR YOUR NEW PUPPY

- » Teach your new pet to respond to their name and come when they are called. It is vital that you are able to command your dog's attention and summon your puppy immediately if they are doing something they shouldn't.
- » Use your puppy's name often and make "Come!" the first spoken command your dog learns, always followed by praise. In this way, they will learn to associate positive experiences with this command.
- » Always supervise your dog when they are outdoors.
- » While outside, your puppy or dog should be contained in a fenced area or walked on a leash.
- » Avoid tying up your puppy or adult dog outside. No matter how carefully you watch them, there is always the possibility that they could break loose or be bothered and unable to escape.

- » **Be consistent**
- » **Be firm and gentle**
- » **Never hit or strike**
- » **Always reward good behaviour**
- » **Follow through with each command**



## CANINE BEHAVIOUR PROBLEMS

### CHEWING

A puppy's chewing is usually due to teething, lack of appropriate outlets for exercise, or stress. Giving a puppy ice cubes can help alleviate sore gums, and plenty of safe chew toys will provide appropriate outlets for chewing.

When you catch your puppy in the act of chewing something off limits, bring this inappropriate behaviour to your puppy's attention by saying "No!" or "Ahhh!" and redirecting their attention to chewing a safe toy. Praise your puppy when they chew the toy by saying in a high-pitched, happy voice "good boy/girl!"

### CRYING AND WHINING

Dogs love human companionship. Although being left alone is sometimes necessary, it can be stressful — especially for a young dog. A puppy may not be sure when you are going to return. Your puppy or young dog needs reassurance and lots of reinforcement.

- » You may want to start teaching them to stay alone by letting your puppy spend short periods of time in their crate while you are at home. Praise your puppy when they are quiet.
- » Try not to make a big production out of leaving or returning, to avoid reinforcing any possible feelings of anxiety.
- » Provide safe toys as a distraction from loneliness. You might also leave a radio playing softly in another room, so that they hear voices and feel secure.

# OUTDOOR HOusetRAINING

Along with teaching your puppy or new dog their name, and how to “come” when called, another important lesson is housetraining. Your puppy or new dog should be vaccinated before you begin teaching them to use an outdoor area away from home for eliminating. Your puppy also should be free of parasites, since a dog with parasites may find it difficult to control their bowel movements. Consistency is key when it comes to housetraining.

## CONSISTENT FEEDING

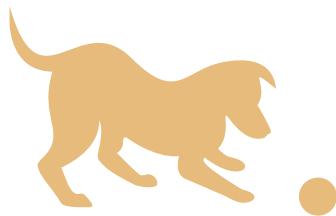
By feeding your dog at the same time each day, you can train their digestive system to become more predictable. They may need to eliminate shortly after each meal (usually within 20 to 30 minutes).

## CONSISTENT SUPERVISION

Your dog may also need to eliminate when they wake up in the morning, after naps, playing, drinking water and just before bedtime. Use the same door each time you take your dog outside so they will associate it with going outside to eliminate. Your puppy may scratch or sniff the door to alert you that they need to go out.

## CONSISTENT SPOT FOR ELIMINATION

Take your dog outside to the same spot each time. When they have finished, bring them inside immediately. Do not extend this period into an outdoor play session, or your dog will become confused about the purpose of the visit.



## CONSISTENT “SAFE PLACE”

Teach your dog that their crate is their safe place, where they sleep and nap. You can place a few safe, hard rubber or nylon chew toys in the crate, but no food or water. After they are housetrained, you can place a towel or washable bedding to lie on. Always give your dog an opportunity to eliminate prior to crating him.

## CONSISTENT PRAISE/ ENCOURAGEMENT

Encourage them by using words such as “potty time” or “hurry” so that he will associate these words with relieving himself. Reward your puppy with calm praise; perhaps a piece of kibble, and say “good dog” when they have finished.

## CONSISTENT SCHEDULE

The first thing each morning, take your dog from their crate to their elimination spot. Dogs respect their sleeping quarters and will not soil their crate if they are taken out at regular intervals.

## CONSISTENT PARAMETERS

During housetraining when your dog is out of their crate, they should only have the run of the house if you are there to watch them. When you are away, leave your dog in the crate or confine them to one room that can be easily cleaned — laundry room or bathroom. Remember that a puppy should not be confined to their crate for long periods, as bowel and bladder control are not yet fully developed.



## VISITING YOUR VETERINARIAN

Regular veterinary visits should begin as soon as you acquire your new dog. In the case of puppies, they do get some immunity from their mothers; however, this begins to decrease soon after they are weaned.

### THE ROUTINE EXAM

Dogs of all ages should have an annual medical examination. Be sure to bring your dog in for an annual veterinary checkup. This will enable your veterinarian to note any changes occurring from year to year, catch any issues early and keep your pet on a healthy track.

During your dog's routine examinations, your veterinarian will:

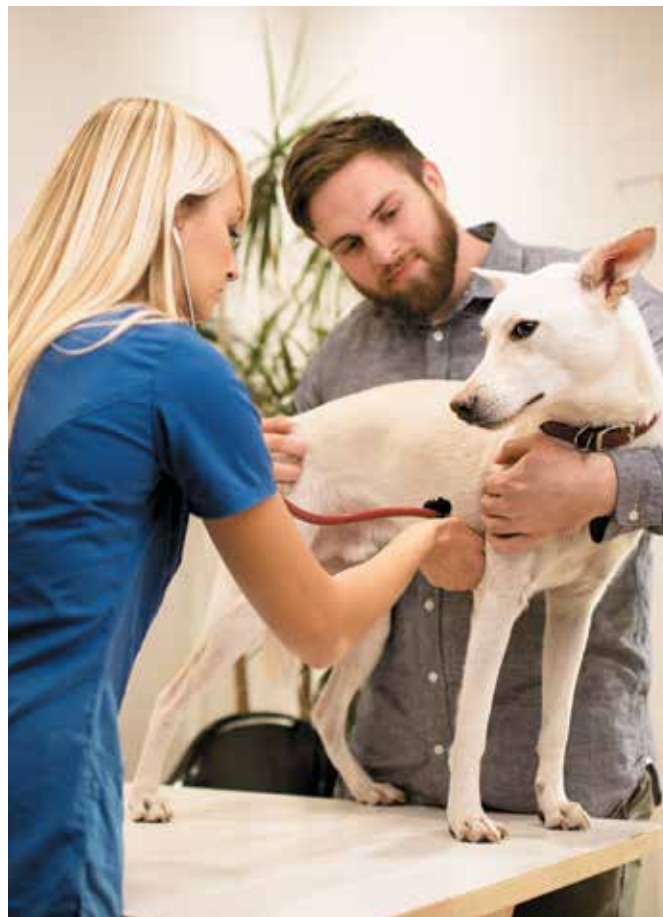
- » listen to their chest for heart and breath sounds
- » feel their abdomen
- » check the condition of their coat
- » inspect their eyes, ears, mouth

The routine exam also may include examination of the feces to check for internal parasites, in which case you will be asked to bring a stool sample. Finally, a thorough dental check-up by the veterinarian should also be included in any regular exam.



## VACCINATIONS

Newborn puppies receive disease-fighting antibodies in their mother's milk, but these normally last only 6 to 16 weeks. After that, vaccinations protect your puppy by stimulating them to produce their own antibodies. Diseases are easily transmitted between pets. Your veterinarian will recommend a timetable for the vaccinations your dog needs to prevent these diseases. Most vaccinations are given in a series over a period of time, with boosters at regular intervals. Always follow your veterinarian's recommendation and schedule.



## COMMON VACCINATIONS TO DISCUSS WITH YOUR VETERINARIAN

**DISTEMPER** | highly contagious, often fatal, spreads through airborne infection

**HEPATITIS** | viral disease causes high fever, edema and hemorrhage

**LEPTOSPIROSIS** | extremely contagious causing fever, vomiting and diarrhea

**PARVOVIRUS** | highly contagious viral infection can cause sudden death in some cases

**PARAINFLUENZA** | highly contagious, spreads via contact or airborne transmission

**RABIES** | fatal viral infection of the central nervous system

**BORDETELLA** | bacterial infection spread through contact with other dogs

**LYME DISEASE** | tick-borne disease that affects both dogs and humans

## NEUTERING/ SPAYING

Neutering is a generic term that refers to the sterilization of male or female dogs. Neutering is the surgical removal of the male dog's testicles. Spaying is the surgical removal of the female dog's uterus and ovaries. Unless you have a purebred dog for breeding purposes, neutering is highly recommended. This is a responsible way to prevent unwanted litters and avoid undesirable behaviours. Many shelters and humane societies require this procedure before the dog can be adopted.

The benefits of a spayed/neutered dog:

- » less concerned with marking their territory with urine (both indoors and outdoors)
- » there's less desire to run away or roam in search of a mate
- » there's a better chance they're a calmer, gentler pet
- » lower risk for many female health problems like breast cancer, pyometra (a life-threatening uterine infection), tumours of the reproductive system, false pregnancies and hormonal imbalance conditions
- » lower risk for prostate problems in males

**CONSULT YOUR VETERINARIAN  
ABOUT THE BEST AGE TO  
NEUTER/SPAY YOUR PUPPY.**



## MONITORING YOUR DOG'S HEALTH

One simple but very important way to care for your new dog is to watch for changes in their appearance or behaviour that may indicate illness. To do this, you need to become familiar with the following signs of normal health. You should also be familiar with your pet's usual behaviour so you can easily detect signs of illness and injury.

**EYES** should be clear and bright. The whites of the eyes should have no red or yellow discolouration. If there is any discolouration, tearing, cloudiness, heavy discharge or other abnormal conditions, take your dog to the veterinarian immediately.

**EARS** should be clean and free of discharge and odour. Check the ears at least once a week or more often for dogs who are more prone to ear problems (such as long-haired dogs or those with pendulous ears, like Cocker Spaniels).

- » Trim away excess hair that might prevent air from getting into their ears. If the ear canal is red, inflamed, hot, has a foul odour or is sensitive to your touch, consult your veterinarian.
- » Your veterinarian may recommend regular ear cleanings. If so, ask your veterinarian to recommend a cleansing solution and have them show you how to clean your dog's ears.

**MOUTH** should have pink, healthy gums with no redness or swelling. Lips should be free of sores or growths. Teeth should be free of tartar buildup, and there should be no bad breath.



**NOSE** should be clean, with no discharge or sores.

**BODY AND HAIR COAT** should be free of tumours, lumps, fleas and ticks. Check by running your hands over your dog's coat. A normal coat is thick, shiny and silky — without greasiness, dandruff or bare patches.

**LEGS** should be checked for swollen joints. Inspect feet between the toes for excess hair or objects lodged there. Check the condition of their nails.

**ANUS** should be free of swelling and intestinal parasites. For instance, tapeworm segments look like particles of rice. Scooting along on the ground might be an attempt to relieve swollen anal glands. If you notice any of these conditions, see your veterinarian.

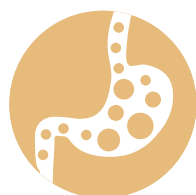
## HEARTWORM

Transmitted by the bite of a mosquito, heartworm is extremely dangerous and can even be fatal. Unlike intestinal parasites, heartworm lives in a dog's heart or near the heart in major blood vessels. Heartworm is difficult to cure, but easy to prevent with medication from your veterinarian. Heartworm is detected by a blood test; ask your veterinarian about heartworm prevention medication and annual screenings to help protect your dog.

## SYMPTOMS OF ILLNESS

Even the best-cared-for dog may become ill or injured, so it's a good idea to be aware of the following symptoms of illness. Often a change in behaviour is the first indication. If your dog exhibits these or other unusual symptoms, call your veterinarian.

- » Loss of appetite for more than one day.
- » Diarrhea, constipation or difficulty urinating. Take your dog to the veterinarian immediately if they are unable to urinate or defecate, but continues to try, or if there is blood in the urine or stool. If your dog has diarrhea or blood in his stool, take a stool sample with you when you visit your veterinarian.
- » Take your dog to the veterinarian immediately if vomited material contains blood or other unusual contents or if vomiting persists.
- » Fever is indicated by a dry, hot nose; dull eyes; and a noticeable rise in body heat.
- » Excessive panting or difficulty breathing. Immediate care is required if there is noisy respiration, blue tongue or gasping for breath.
- » Constant scratching or biting may require immediate care, if it is so severe that the dog risks self-mutilation.



## PARASITES

Parasites are organisms that can live in or on another living thing. Parasite checks must be conducted early and often, since parasites can be transmitted to puppies from their mothers. In both puppies and adult dogs, parasites can come from a number of sources, including ingesting inappropriate materials, coming in contact with other dogs or environmental factors. If left unchecked, parasites can make life miserable for you and your dog. As with most health problems, prevention of parasites is easier and less expensive than treatment, so it's best to be alert for early symptoms.

### EXTERNAL PARASITES

External parasites live on a dog's body. They are diagnosed by physical examination and skin tests. The most common external parasites in dogs are:

- » Fleas
- » Mange Mites
- » Ticks
- » Ear Mites
- » Lice

### GASTROINTESTINAL PARASITES

Gastrointestinal parasites live in a dog's intestines and are detected by an examination of the animal's stool. Treatment for worms and parasites can begin at 2 weeks of age and be repeated every two or three weeks as determined by your veterinarian. The most common intestinal parasites in dogs are:

- » Roundworms
- » Tapeworms
- » Hookworms
- » Coccidia
- » Whipworms



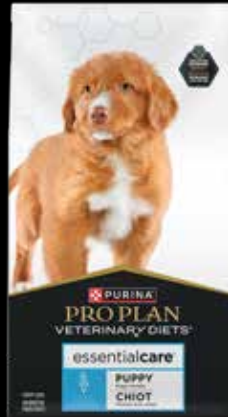
# WELLNESS PORTFOLIO



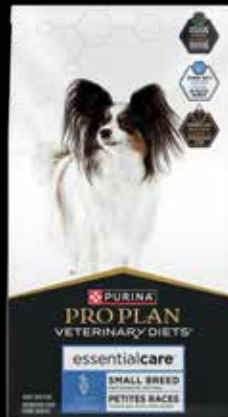
VETERINARY  
EXCLUSIVE

## EMBRACE LIFE AT EVERY STAGE

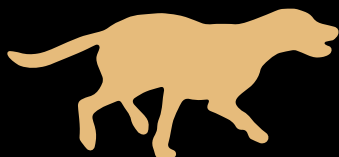
### GROWTH



### ADULT



### SENIOR



## USING PROBIOTICS

### TRANSITIONING TO A NEW HOME, FOOD OR ENVIRONMENT

With a pet comes plenty of love, responsibility - and sometimes messes.

When pets experience stressful situations like a change in their environment, it can lead to intestinal upset and soft stools.

One way to help reestablish normal intestinal balance is with a probiotic, which helps increase the levels of beneficial bacteria to promote a healthy digestive system.

### FORTIFLORA PRO SYNBIOTIC ACTION® CAN HELP

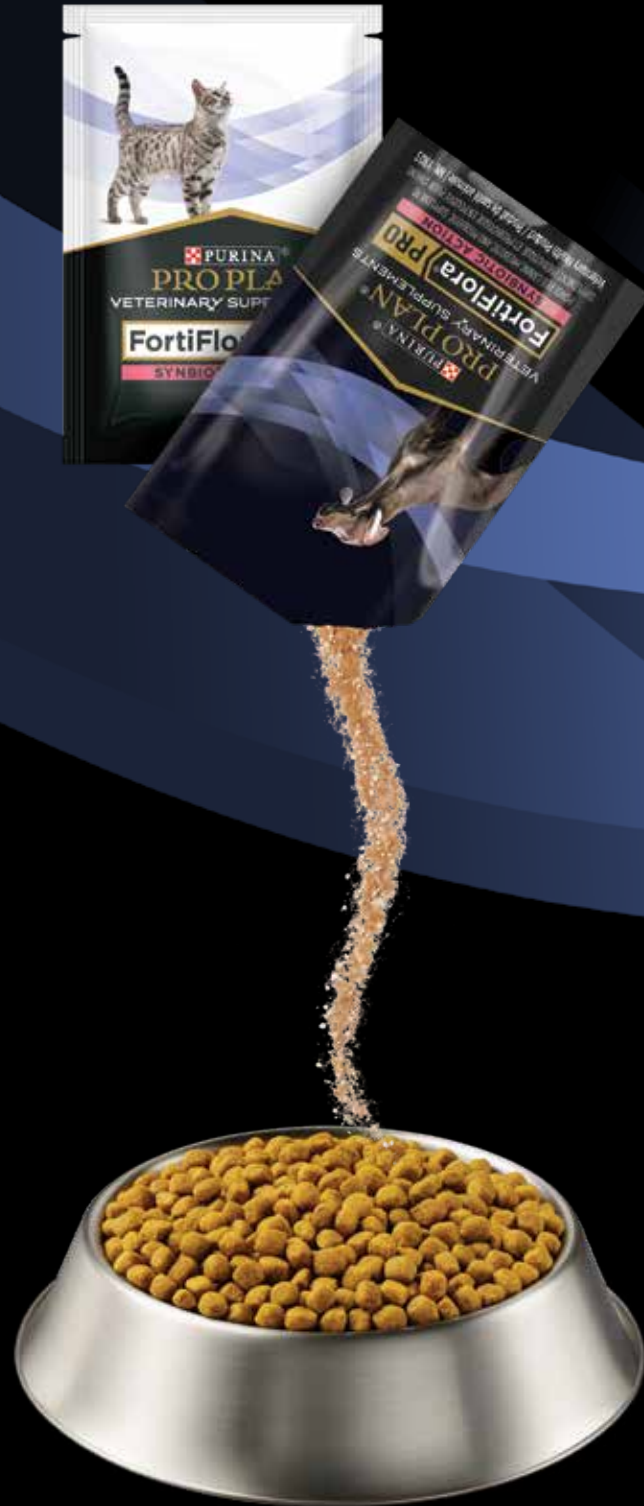
Purina® Pro Plan Veterinary Supplements® FortiFlora PRO Synbiotic Action® canine supplement contains a powerful prebiotic and probiotic combination to support your dog's GI health, with probiotics to nourish your dog's gut and psyllium to support a healthy microbiome.

### CONSIDER USING AS PART OF A HEALTHY DAILY ROUTINE

For dogs of all sizes and puppies 8 weeks plus, orally administer, by adding to food, one sachet daily or as recommended by a veterinarian.

FortiFlora PRO Synbiotic Action® is available exclusively at veterinary clinics.

## USE PROBIOTICS AS PART OF A HEALTHY DAILY ROUTINE



# FortiFlora® PRO

## SYNBIOTIC ACTION



Contains guaranteed amounts of live, active cultures.



Supports a healthy immune system.



Great taste and easy to feed







EMBRACE LIFE AT  
EVERY STAGE



At Purina® Pro Plan Veterinary Diets® essentialcare®,  
we never stop researching, discovering and enhancing  
the food pets eat every day.



Innovative Nutrition  
Backed by 500+  
Scientists



Recommended by  
Veterinarians



Gastro-intestinal  
Microbiome Support

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