

CARING FOR OUR PETS  
ADOPTION  
GUIDE





# A

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## ADOPTION

Let's kick things off with A for adoption. Adopting a pet is a rewarding and exciting experience.

At times it can feel overwhelming, though, which is why we've put together this A-Z Adoption Guide to help you on every step of the journey.



# B

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## BEHAVIOUR

Why do cats love boxes? Why does your dog jump on people? Do you ever wonder why pets do the things they do? Then B - for behaviour - is the letter for you. Understanding your new pet's behaviour will make you a better pet parent and help you bond more closely with your new fur friend.





C

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CELEBRATE

C is for celebration, confetti, and cuddles!  
To thank your new pet for the love and joy they bring into your life, why not celebrate their adoption day (aka “Gotcha Day”)? Treat them to a special meal, host a playdate, donate to a shelter, or share your adoption story to inspire others.



# D

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## DENTAL

“Say treeeeeat!” Keeping your pet’s teeth and gums clean and healthy can help prevent more-serious health problems down the road. From at-home toothbrushing to dental procedures at the vet, there are several ways of keeping up with your cat or dog’s dental hygiene. And just because we’re here: did you know that adult dogs have 42 permanent teeth, and cats have 30?



Photo by Mariia Zakaturova



# E

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## EAR CLEANING

Cats are tidy creatures. They have a strong instinct to keep themselves clean, but even the most flexible cats cannot groom the insides of their ears. Hear, hear! That's why your cat may need occasional ear cleanings to help keep issues like ear infections and ear mite infestations at bay.



# F

## FEEDING

Feeding your pet is so much more than filling a bowl with kibble. For starters, let's focus on the routine part of feeding. When you first bring your pet home, you should stick with the food and feeding schedule that your pet had at the shelter, to help them transition into their new home. After about a week, you can gradually begin to establish your own feeding routine.





Photo by Autri Taheri

# G

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## GROOMING

Rub-a-dub-dub, it's time to get your pup in a tub! But that's not all — help your cat with hairballs! Grooming, whether at home or at the groomer's, is a huge part of taking care of your pet. This involves brushing their coat, bathing them, clipping their nails, and much more. Most pets appreciate being pampered, and even if your newly adopted friend is not a big fan (yet), the good news is that pets can be taught to love it at any age. Oh, and before we forget: grooming also gives you a chance to check your pet for any issues such as ticks, bumps, or skin conditions.





# H

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## HEARTWORM

So, what's the buzz about heartworm? Mosquitoes can infect cats and dogs with these potentially deadly parasites. Luckily, there are multiple heartworm-prevention options for pets that will help protect them.





## INTRODUCING

Nice to woof you! Introducing your adopted pet to resident cats or dogs is a process, not a one-time event. From taking the time to find the perfect match before adopting to setting up your home to allow for safe areas, every step goes a long way in creating a harmonious household.



# J

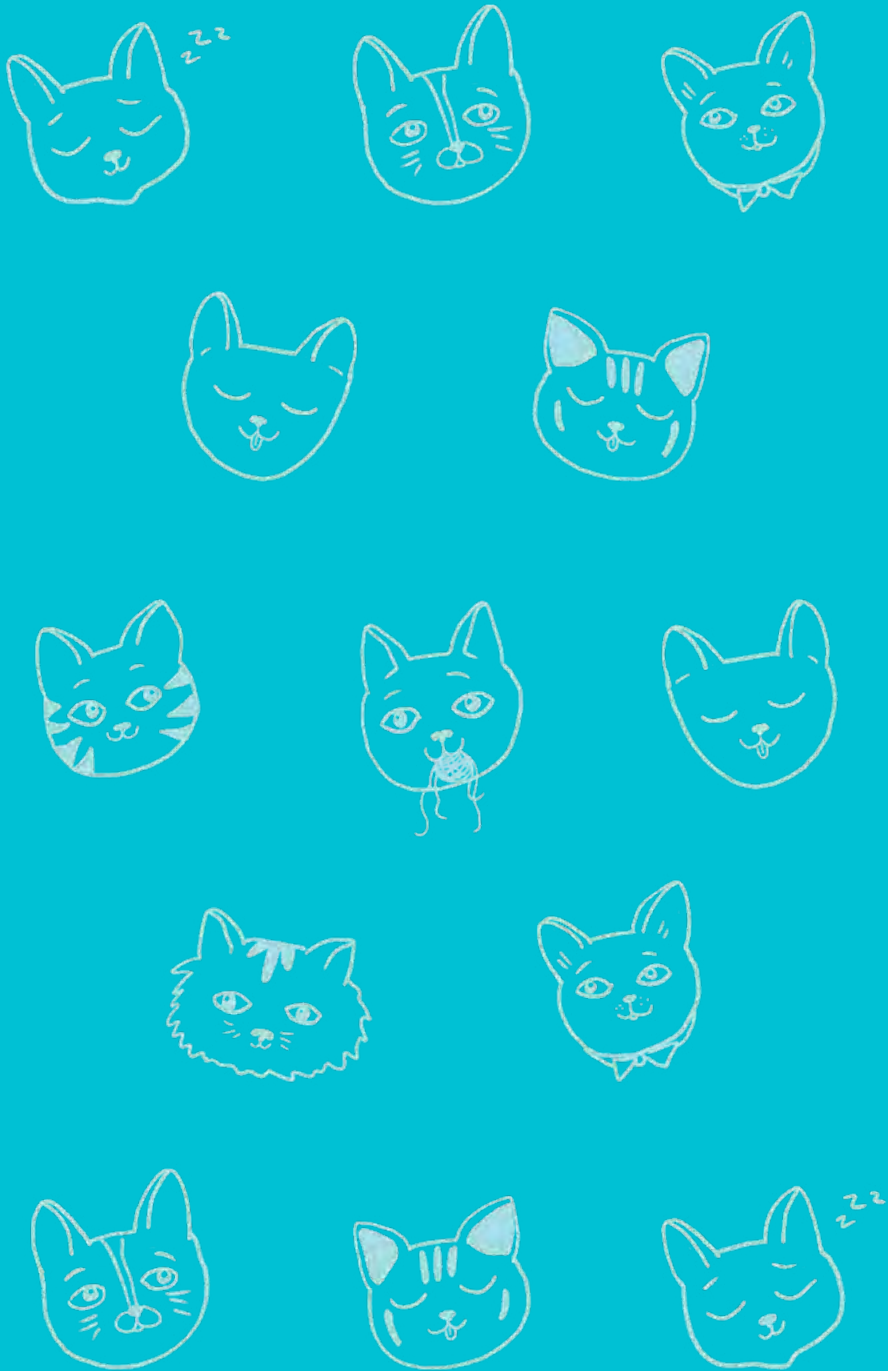
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## JOINTS

Let's talk about joints — more specifically, chronically inflamed joints, also called osteoarthritis (OA). Chronic pain often shows up in not-so-obvious ways in cats and dogs, such as sleeping more than usual, seeming “stiff” when getting up from a nap, or just not being as playful as before. Use our checklist to help identify OA symptoms in your pet.



Photo by Wolfgang Hasselmann



# K

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## KITTENS

K is for kitten season! Late spring to summer is kitten season, which means birth rates are the highest of the year. While kitten season is filled with fluffy cuteness, it's also a challenging time for kittens — whether they're inside or outside a shelter. Young cats are extremely vulnerable, because their immune systems haven't fully developed. To help kittens start life off on the right paw, you could support a local shelter, foster or adopt a cat, or make sure your kitten has all the vaccines and meds it needs to stay healthy.



# L

## LYME DISEASE

L is for learning about Lyme disease. Lyme disease is transmitted to animals through bites from infected deer ticks (dogs can get bitten during outdoor activities). Once your pet is infected, Lyme disease can cause recurring health problems. The cornerstones for disease prevention are Lyme disease vaccination, tick preventatives, prompt tick removal, and routine screening.





# M

## MEDICATION

Wow, high-five, and paws up — we're halfway through our adoption alphabet! It's time to talk about the importance of staying on top of your pet's medication. Our pets love us unconditionally, and they rely on us to keep them healthy. It's important that your pet never misses a dose of their medication, as it can affect their health, prolong their condition, or put them at risk for diseases.



# N

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## NOISE

Let's talk about NOISE. Yes, that's right, all-caps NOISE. Does your dog get scared when they hear a loud noise? You're not alone; at least one-third of dogs have noise aversion, which can impact your dog's quality of life and mental health. Take the noise aversion quiz to identify behaviors and see if you should talk to your vet.





# 0

## OVERHEATING

Make sure your pet is comfortable no matter the season. Pets can overheat from being in the sun for a while, from fur that's grown too long, and even from dehydration. You can help mitigate overheating by getting your pet groomed regularly and monitoring how long they stay in hot places. Make sure you always have a water bowl out for your buddy, too!





# P

## PEST PREVENTION

Prevention is your pet's best defense! Ticks, fleas, and mosquitoes thrive (or should we say crawl, buzz, and bite) in our homes and yards all year round. Yes, that's 365 days a year, not just the summer months. Luckily, there are plenty of ways (chewable pills, topicals, injections — you name it) to help protect your cat or dog from these parasites in the first place, and keep your pet happy and healthy.





Photo by Nihal Karkala

# Q

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## QUALITY OF LIFE

Cats are not only masters of hiding in plain sight, they are also masters of disguise when it comes to hiding pain or sickness. To help your furry friend stay healthy, watch out for subtle cues like changes in food and water consumption, sleeping patterns, litter-box habits, or the frequency of meows. The good news is that by noticing that something is wrong, you and your vet can develop a treatment plan to bring your cat's health back on track.



# R

## ROUTINE

Cats and dogs are creatures of habit and love routine. When you bring your newly adopted friend home, it's completely normal for them to go through a transition period. Patience and consistency (and most importantly, love) go a long way in helping a new pet feel secure in their new home. While regular exams help them stay healthy, establishing a routine that involves consistent feeding times, walks, and playtime will help your pet feel safer and more comfortable in their new forever home.





Photo by Mitchell Orr

# S

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## SKIN

Skin is the largest organ of your pet's body, and just like humans, our cats and dogs can get itchy sometimes. While all pets have occasional itches, scratching could be a sign of a medical condition such as allergies or infections. You know your pet best, and it's important to notice when itching turns into iiiiiiitching. This is when you see things like more-severe licking, scratching, or chewing with areas of irritated skin, hair loss, or scaling.

ITCH-  
ITCH

# T

## TRAVEL

Travel time! Travelling with your pet can be a breeze and a wonderful adventure when you're well prepared and informed. There are lots of ways to make travel safer and less stressful for you and your fur friend. We've put together some tips for you, from having plenty of water on hand, to securely buckling up your pet in the car, to making sure your pet's papers are up to date. And, hey, don't forget to send us a postcard or tag us with [#thisispetcare](#).





# U

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## URINE

Let's talk about a serious issue: kidney disease. Kidney disease affects both cats and dogs and is more common than you might think. To spot early signs, it's important to monitor how much water your furry friend is drinking and how often they relieve themselves. Pets with kidney disease typically urinate more frequently, and because they have difficulty holding urine, they might also have more accidents in the house.

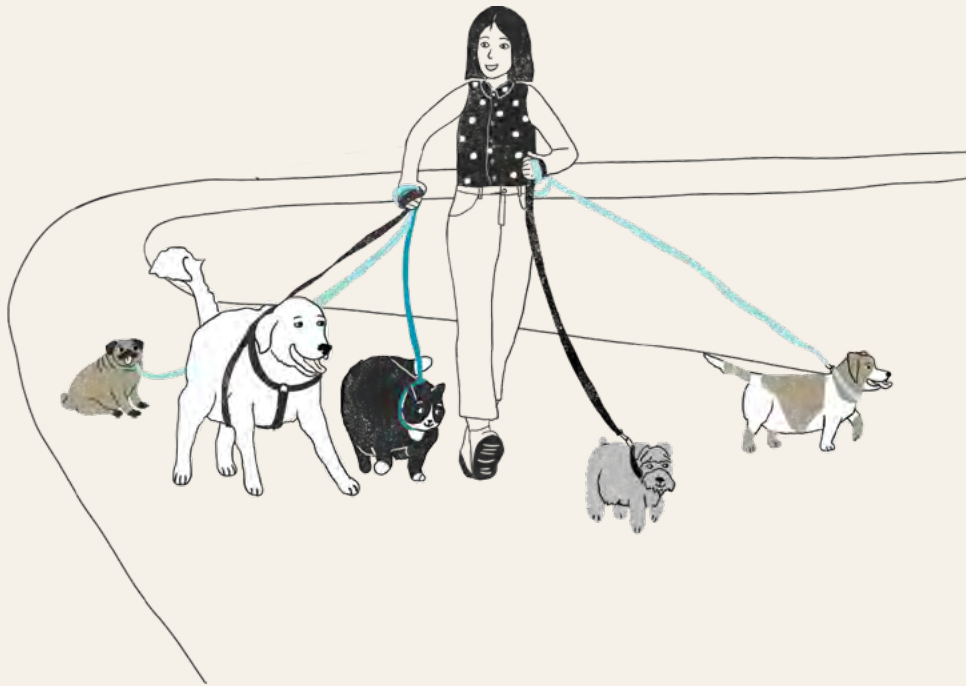


# V

## VETERINARIAN

V is for veterinarian! Finding a vet you trust is crucial for keeping your new pal healthy and happy. Just like us, it's important that pets go in for annual checkups and routine vaccines. It's always good to have a trusted professional to call in case any pet health concerns or questions come up.





# W

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## WEIGHT

Being overweight is increasingly a problem for cats and dogs. Many pet parents with overweight cats and dogs don't realize their pets have an issue. Recognizing the issue and monitoring your pet's weight won't just help their comfort level; it could also mean more, happier, and healthier years ahead.





# X

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## ANXIETY

Phew, we have to admit that “X” was a tough nut to crack. (So we cheated a little bit, but hey, there is an “X” in anxiety.) Is your dog howling up a storm while you’re away? While there is no one-size-fits-all solution for separation anxiety, there are lots of things you can try, such as creating a safe space for your dog to hang out in when you’re gone.

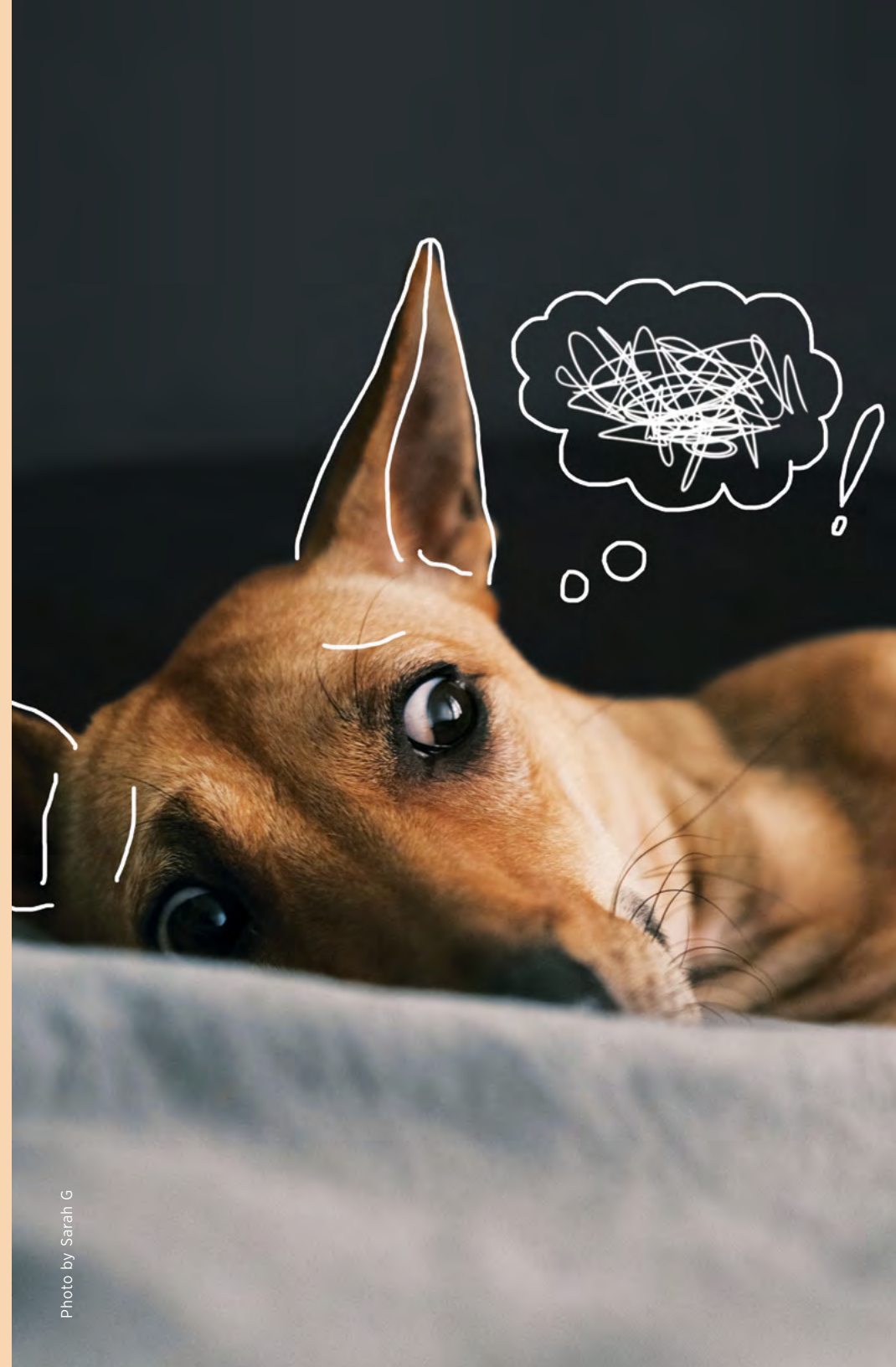
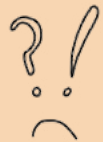


Photo by Sarah G



# Y

## YOUR ADOPTION STORY

Y is all about YOU and YOUR new pet!  
Adopting a pet is a rewarding experience that helps  
at both ends of the leash; a loving pet is saved and  
becomes part of your family, and  
being a pet parent makes you a happier and healthier  
human (yes, there is science to prove it). Sharing your  
adoption story can help  
inspire others to adopt, too.



# Z

## ZOETIS CARING FOR OUR PETS

We made it! Z is for Zoetis Caring for our pets, a great source for pet health information. Now that we've gone through 25 adoption alphabet letters together, allow us to introduce ourselves more formally. For 60 years we have been helping pets, pet owners, vets, and shelters with innovative pet health solutions. Whether you are thinking about adopting, have just adopted, or are an experienced pet owner, we are here to support you with resources, pet health medications and products, and solutions for every step of your journey.



**THE END.**

