

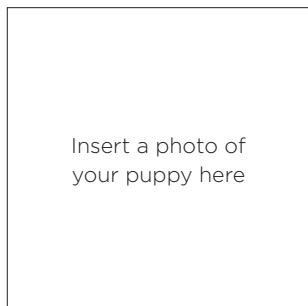


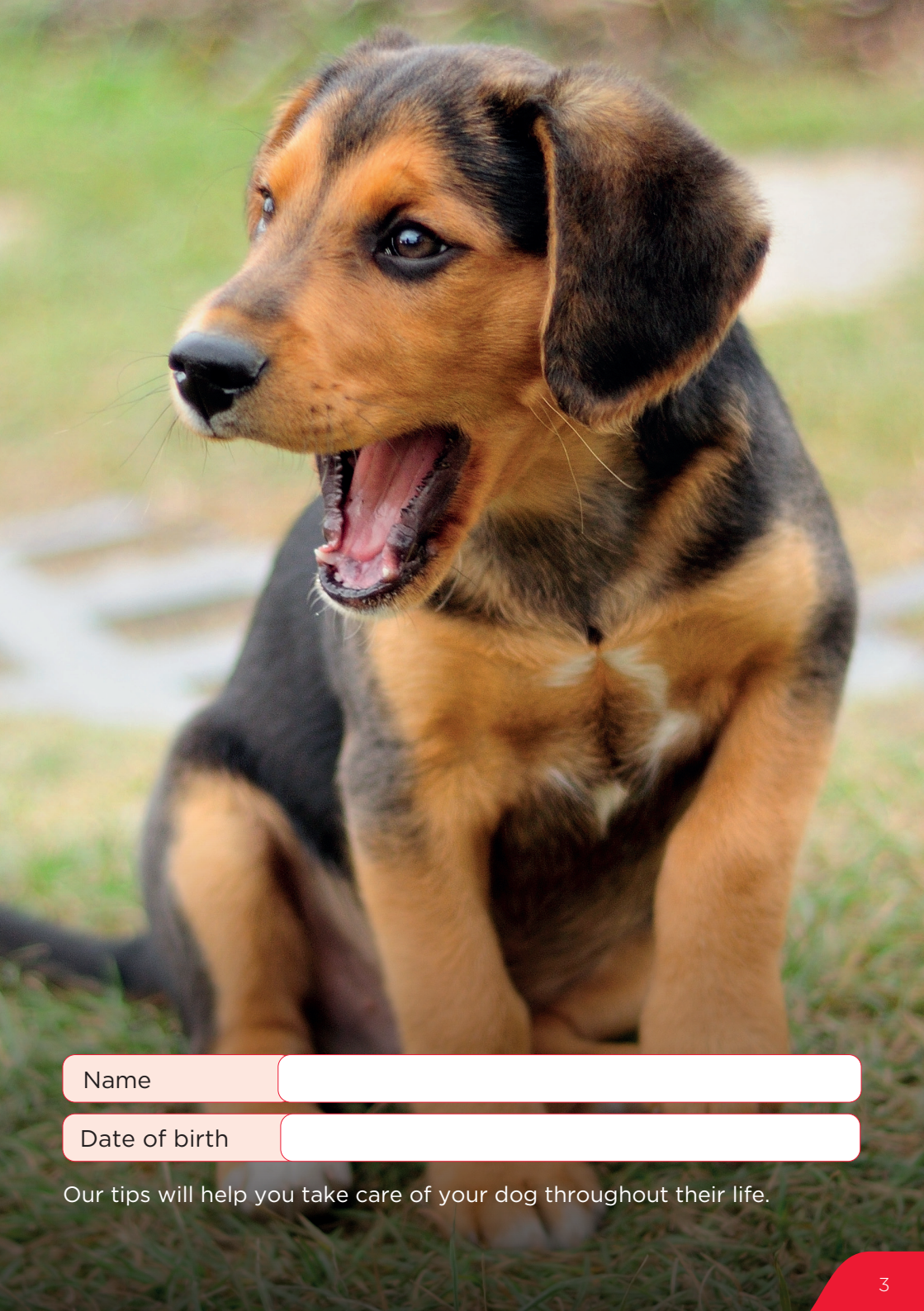
A STEP AHEAD FOR THEIR BEST LIFE

Our guide to your
puppy's first year



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Name

Date of birth

Our tips will help you take care of your dog throughout their life.

Just like you, your dog needs vaccinations and regular health check-ups to maintain optimal health. Together, you and your vet can provide your pet with the best care for a long, healthy life. Your vet healthcare team is the best source of information for your pet's health, so it's important to follow their recommendations for the wellbeing of your dog.

Your dog's vaccinations

Vaccinations play a critical role in your pet's health throughout their life by providing protection against infectious diseases. Your vet will start your dog on a vaccination course and advise you when boosters are necessary.

The clinically proven unique blend in **Hill's Vet Essentials Puppy** are proven to support your puppy's immunity and even to improve your puppy's response to their vaccinations!

Vaccinations do not offer full protection to your puppy until at least a week after they finish their vaccination course. During this time, your puppy should not be walking around in areas where others dog might have been.



Health & vaccination record



Help your dog get the right care for a long, happy life. Record their health information below and keep it with any other records you have for your dog.

Veterinarian	
Phone	
Microchip no.	
Insured with	

The first year

In your dog's first year, worm them and check their weight every month until 6 months, then every 3 months or as recommended by your vet.

Make sure your vet or vet nurse completes the chart at each visit.

	Date	Date	Date	Date	Date	Date
Weight						
Worming						

Veterinary visits

After the first year, visit your vet every 6 months or as recommended by your vet healthcare team. One of the most important things you can do for your puppy's health and wellbeing - now and for the future - is to maintain a healthy weight.



Feeding your puppy

The first few months are vital for your puppy's lifelong health. Puppies of different sizes and breeds have unique nutritional needs and choosing a food that will provide your pet with a complete source of nutrition is of great importance.

How much should you feed your pet?

You can help make sure your puppy gets the right amount of food by using meal-restricted feeding, where you give your pet a set amount of food. This is a better feeding method than free choice feeding, where food is available to your pet at all times and can lead to overeating, or time-restricted feeding, where food is available for a limited time and can result in your pet not getting enough to eat.

Is your puppy a large breed dog?

Large breed dogs have different nutritional needs to other breeds. It's very important that such puppies are fed a puppy food specifically formulated for large breeds. Compared to smaller-sized puppies, large breed puppies need restricted levels of calcium and energy in order to moderate their rate of growth. They'll still reach their full-grown size, just over a longer period of time, which will result in better joint formation for these breeds. If your puppy is a breed that is expected to weigh 25kg or more as an adult, we would describe them as being a large breed puppy. If your pet is a mixture of breeds it can be hard to know how big your dog might grow! So if you're not sure, ask your vet or vet nurse if your pet might be a large breed puppy.

ASK YOUR VET

During your puppy's first year, we recommend regular weight checks, ideally every month. This is also a fantastic opportunity for your puppy to have some very positive experiences at the practice which makes them a much happier patient in the future!

Don't feed your puppy table scraps.

This is the most common cause of unhealthy weight gain. Overweight puppies become overweight adults and this is proven to significantly impact on your pets longevity and quality of life.



This practice recommends Hill's Vet Essentials Puppy food.



Did you know that Hill's also make a wet food?

Hill's Science Plan Puppy wet foods have all the benefits of Hill's dry diet but in a delicious wet formula for owners who like to feed a mix of wet and dry foods. So there's no need to compromise on quality.

Tracking your puppy's growth



Ask your vet or vet nurse to complete the chart at each visit.

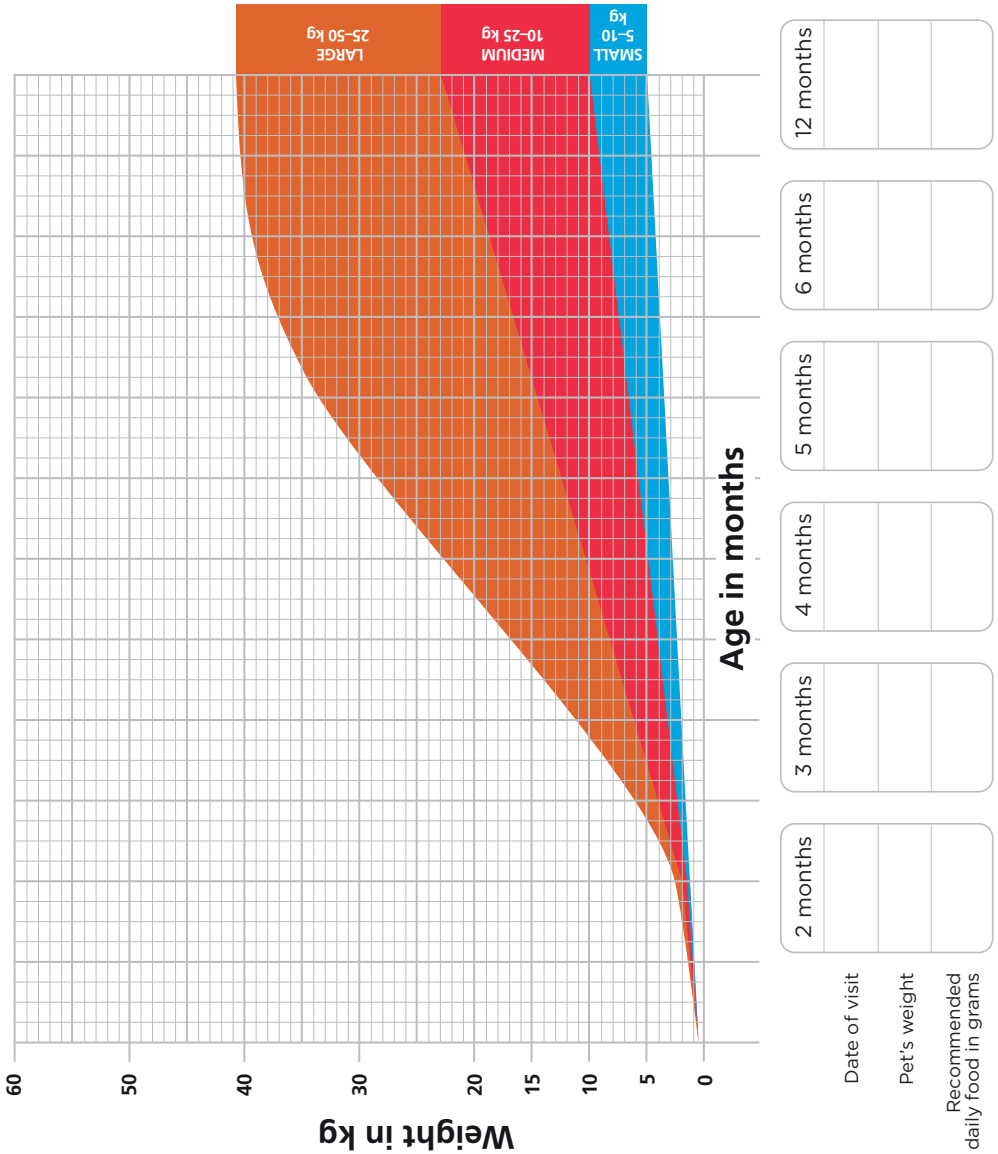


Chart applies for dogs with adult reference weight between 5–40 kg

Vet Essentials Puppy (4 weeks-1 year)

Large Breed Puppy (4 weeks up to 18 months)

Available in Mini, Puppy and Puppy Large Breed

Specially formulated to address your puppy's essential health needs. Contain proven levels of natural DHA (docosahexanoic acid). Studies have even shown that higher levels of DHA in the diet can help your puppy learn more tasks, more quickly.



Powerful antioxidants (vitamin C+E) to support a developing immune system



Provides precise balance of minerals and omega-3 fatty acids for healthy bone and joint development



With DHA, an omega-3 fatty acid, to help nourish brain & eye development



Designed to provide healthy digestion, helping to create firm, pick-upable poo!



With high levels of omega-6 fatty acids for healthy skin and luxurious coat



A growing puppy needs precise levels of essential nutrients to stay healthy. To meet their growth and development requirements, the food should have more energy, protein and calcium than food for adult dogs.

If you have a large breed puppy who will grow to weigh more than 25kg as an adult, their food must be formulated to ensure proper bone and muscle growth. On the other hand, if you have a small or miniature breed puppy, they may enjoy a food with a smaller kibble.

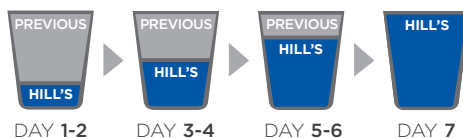
How to introduce new food

It is important that you transition your dog to a new food gradually to avoid upsetting their digestion. Introduce new food over a 7-day period. Mix the new food with your dog's current food, gradually increasing the amount until you're feeding only the new food. Always refer to the feeding guide on the pack

Introducing new food can be challenging, but we are confident your dog will love the great taste of Hill's Vet Essentials. In fact, we offer a **100% satisfaction guarantee**. If you are not completely satisfied, simply return the product for a complete refund.

Switching to a Hill's Vet Essentials adult dog food

When your puppy becomes an adult, transition them to an adult dog food to ensure they receive the proper nutrient levels. Large breed and small breed puppies should switch to an adult dog food that meets their special needs.



Most puppies are mature by a year of age, although some larger breeds may be considered puppies until they are 18 months of age. Your veterinary health care team can advise you of when your pet becomes an adult.

tips

Exercise

Regular exercise is essential to keep your dog fit and healthy. Plus, it keeps his mind active and happy, too.

- Enjoy regular walks with your dog – walking at a constant pace will help burn calories
- Encourage play in the garden and in the home
- Throw a disc or a ball, or play a retrieval game but take care not to over do it- especially in warm weather

Weight management

Adult dogs need fewer calories than growing dogs. Weight gain is the result of an increase in body fat usually caused by eating too much, especially when combined with lack of exercise. As body fat increases so does the risk for:

- Juvenile obesity joint deformation
- Increased physical injury
- Shortened life expectancy
- Arthritis
- Respiratory disease
- Diabetes
- Reduced mobility
- Combining a change in nutrition with increased exercise is the most effective way of achieving a healthy weight.



As well as weighing your pet, your vet or nurse will also carry out a 'body condition score' (BCS) to assess how much body fat your pet is carrying.

Ribs prominent and easily felt with no fat cover.

Bones are raised with minimal tissue between skin and the bone.

Ribs visible and easily felt.

Body Condition Score

1

VERY THIN

Body Condition Score

2

UNDERWEIGHT

Body Condition Score

3

IDEAL WEIGHT



Your dog is UNDERWEIGHT.

Please check with your vet to see if there is anything to be concerned about.



Your dog is UNDERWEIGHT.

Please check with your vet to see if there is anything to be concerned about.



Your dog is IDEAL WEIGHT.

Congratulations!

Difficult to see or feel the ribs through moderate fat cover.

Ribs are not visible and difficult to feel through thick fat cover.

Body Condition Score

4

OVERWEIGHT



Your dog is OVERWEIGHT.

Please consult your vet or vet nurse for further advice.

Body Condition Score

5

OBESSE



Your dog is OVERWEIGHT

And is at a higher risk of developing a weight related health condition. Please consult your vet or vet nurse for further advice.

They'll be looking out for a narrowing at your pets waist, how much fat covers their ribs etc. If your pet has a BCS of above 3, it may be recommended that your pet goes onto a weight reduction diet, although such diets are not suitable until your dog is fully grown.



Dog neutering (or sterilising) is common practice, and is considered a part of responsible dog ownership by many experts.

Your vet can best advise you on what's right for your dog and your lifestyle. For example, if your dog is frequently in the company of other dogs, it may be best to neuter in order to avoid unwanted pregnancies.

Benefits of neutering

Animal shelters are overcrowded, and puppies from unplanned litters are most likely to end up in shelters. Given this, it seems best to leave breeding to responsible individuals who will make sure that the planned litter will have loving, lifelong homes before they breed.

Females:

- ✓ Significantly lower mammary cancer rates
- ✓ Eliminates the risk of a potentially life-threatening infection called pyometra as well as uterine cancers

Males:

- ✓ Less likely to suffer from testicular or prostate diseases.
- ✓ Many intact male dogs show undesirable hormone-related behaviours such as inappropriate mounting, and roaming in search of a female

Changes after neutering

There are several changes that occur in a dog's body once they are neutered. Neutering won't change your dog's personality but it is likely to change sex hormone-driven behaviours. Many owners also report that their dogs are calmer after neutering.

Neutered pets need fewer calories, so it's important to change your pet's diet to suit these changes. However, we do need to feed your puppy a growth diet until they are skeletally mature- regardless of neutering status. Speak to your veterinary healthcare team about your pet's nutritional needs following neutering and they can help you select the best diet for your pet. **We strongly recommend getting your pet weighed every month throughout it's growth period and if you are able- to continue to do so for the rest of your dog's life.**

ASK YOUR VET

To ensure that he doesn't become overweight ask your vet about switching to a neutered-specific dog food

Precise nutrition for each lifestage



Vet Essentials Neutered Adult (1+ years)

Available in Mini, Medium and Large Breed. Uniquely designed with a breakthrough weight management formula to address changes in your dog's body systems after neutering.



Unique blend of ingredients clinically proven to support fat burning and help dogs achieve & maintain optimal weight



With an optimal fibre blend, including prebiotics, to promote a healthy digestive system



Enriched with glucosamine and chondroitin to support healthy joints



High levels of antioxidants to support natural defences



With omega-6 fatty acids for healthy skin and luxurious coat



Health needs illustrated refer to Hill's VetEssentials Canine Adult and Adult Mini

Ask your vet or vet nurse for more information on feeding Hill's and choosing the right diet for your dog.





Precise nutrition for each lifestage

Vet Essentials Wet Adult (1-6 years)

Formulated with high-quality protein to support healthy digestion. Provides pet parents with a delicious way to bond with their pets and makes compliance easier.



Supports healthy digestion



Supports healthy muscles



Supports healthy vital organs



Supports healthy skin and coat



Clinically proven antioxidants for a healthy immune system



Once your puppy is an adult, they can enjoy Hill's delicious treats!



Fixed Formula

All foods produced by Hill's Pet Nutrition are 'fixed formula'. This means that our recipe is fixed, and regardless of market costs, our foods will always be made with the same quality ingredients, in every batch we make.

Producers of non fixed or 'open' formula diets may change their recipes based on the changing cost of ingredients available to them, and so the recipe is constantly changing. This can be problematic for dogs with fussy appetites or delicate tummies. Ever bought your usual food and had your dog not want to eat or had it cause a tummy upset? This is probably because the food wasn't fixed formula, and your 'usual' food was in fact different every time you bought it.

You can be confident that Hill's uses the same recipe in every batch we make, every time we make it. And should you have any issues, we have our 100% satisfaction guarantee.



Dental health for adult dogs

Pay special attention to your dog's teeth. This is the lifestage when plaque becomes an issue and gum problems tend to arise. Poor dental health can even put your dog's overall health at risk:

- Plaque builds up on your dog's teeth
- Bacteria in the plaque irritates his gums
- The irritated gums bleed, allowing bacteria from the plaque to enter the bloodstream
- Bacteria in the bloodstream travel throughout the body and can negatively impact vital organs



Science Plan Vet Essentials Adult



Oral care for adult dogs

Hill's Science Plan Vet Essentials Adult Dental Health* utilises special technology that provides a cleaning action clinically proven to help reduce plaque and tartar, which can help freshen the breath and reduce the long-term risks of gum disease.



Special fibres help the kibble stay in contact with the tooth surface right to the gumline

Larger-sized kibble cleans teeth and helps freshen breath as your pet chews

Kibble gently scrubs away bacteria-laden plaque and tartar to help support good dental health

*Hill's™ VetEssentials™ Adult Medium and Large Breed, and VetEssentials™ Mature Adult Medium



Precise nutrition for each lifestage

Vet Essentials No Grain Adult (1+ years)

Provides a complete and balanced nutrition made with no grains and in a delicious tuna flavour. Formulated with high quality ingredients for a healthy digestion and essential Taurine for heart health.



Essential Taurine for heart health and balanced minerals to support kidneys & bladder



Made with high-quality ingredients to support healthy digestion



With omega-6s & vitamin E to help support healthy skin & luxurious coat



With high-quality tuna as the # 1 ingredient to help support muscle health



Clinically proven antioxidants to support the immune system with a proprietary blend of vitamins E & C



Microchipping

Microchipping your pet is one way to increase the odds that you will get your lost dog back. Microchipping pets involves placing a small computer chip about the size of a grain of rice under the skin. It is implanted in a simple procedure by your vet or vet nurse, who uses a needle to place the microchip under the loose skin in between the shoulder blades.

The Procedure

This whole procedure takes just a few minutes and is as simple as any injection given by your vet or nurse. However, your practice may recommend microchipping at a time when your pet is being given a general anaesthetic, such as at neutering time.

ASK YOUR VET

Protect your dog

Having your pet microchipped is a legal requirement in the UK and is a simple, fast procedure that your vet or vet nurse can perform.



Is your dog trying to tell you something? By learning how to interpret body language, you can interpret his intentions.



Friendliness

- Wagging tail
- Smiling
- Half-closed eyes



Signs of aggression

- Making himself larger by standing tall with his ears and tail sticking upright
- Pushing out his chest and raising the hair on his neck and back
- Growling and waving his tail slowly
- Wide open eyes
- Raising his lips to expose his teeth



Signs of submission

- Making himself appear small and acting like a puppy
- Crouching sideways near to the ground
- Rolling on his back
- Rolling on his back. Your puppy may also pass a small amount of urine. He is not being naughty, he's letting other dogs know he is young and no threat to them.



Wanting to play

- Raising a paw or bowing down
- Barking and trying to grab your attention

Ask for advice

If you've never had a dog before and need help understanding your dog's behaviour, speak to the practice healthcare team. A happy, well adjusted puppy makes a happy, well adjusted adult so don't be shy in asking for advice.



How old is your dog in human years?

PET'S AGE	HUMAN YEARS*		LIFESTAGE
	Small/Medium Breed	Large Breed	
3 months	6	3	Puppy < 1 year
6 months	12	8	
1 year	17	12	Adult Small & Medium breed dogs 1-6 YEARS Large breed dogs 1-4 YEARS
2 years	23	24	
3 years	27	30	
4 years	32	37	
5 years	37	43	
6 years	41	50	Mature Adult Small & Medium breed dogs 7+ YEARS Large breed dogs 5+ YEARS
7 years	46	57	
8 years	50	63	
9 years	55	70	
10 years	59	77	
11 years	64	83	
12 years	68	90	
13 years	73	97	
14 years	78		
15 years	82		
16 years	87		
17 years	92		
18 years	96		

*All ages approximate

The first year

During this first year, your puppy will be learning new things every day and needs the right nutrition to help keep their energy up.



Dogs need to learn they should only go to the bathroom outside and the sooner they master this skill, the better for everyone. Here are some best practices for successful house training.

Accidents

Remember, accidents happen, so try to be understanding and don't punish your pet. Prevent your dog from starting any bad habits in the home by keeping an eye on him. Your dog should be supervised until he has gone 4 weeks without an accident.

Create a schedule

Teach your dog where to go by frequently taking him to the desired area and letting him sniff around. Your dog should go outside shortly after he eats, plays or wakes up from a nap – and should go outside immediately if he starts to sniff around looking for the spot.

Reward good behaviour

When your dog does go where he is supposed to, give him a cuddle and tell him he's a good dog. Make sure to reward him immediately so he associates it with doing a good job.

Remember, accidents happen

Don't punish your dog – it may damage your relationship and slow down the house training process. Dogs, especially puppies, aren't perfect, but he will get the hang of it.



ASK YOUR VET

Try and avoid food based rewards if you can. These can contribute to unhealthy weight gain.

Positive reinforcement is good, but you don't want to overfeed him either.

A cuddle is the very best reward for pet and owner!

Practice these 5 basic training steps with your new dog every day:



Do each command for about 5 minutes and come back to it whenever you can. Practice the commands in many different places so he gets used to responding to you in all sorts of situations. Reward him with love and affection when they do an exceptional job, you may choose to give them an occasional treat.

Most of your dog's behaviour is learned and it's important to think about how you want your dog to behave in the future. It might be cute to have your little puppy jumping up, or barking and nipping but is that behaviour acceptable to you- and others - in an adult dog? Teach your puppy the behaviour you want them to keep. This makes for a long and happy relationship with your pet.



LOOKING GOOD

Grooming is important for your pet's health and a nice way for you to spend quality time with your new friend. Here are some tips:

- Establish a regular location and time for grooming
- Brush in the direction of hair growth – brushing against the hair pattern may be uncomfortable for your pet
- Dogs with thick or long coats may need grooming every day, while smooth-coated breeds may require grooming less frequently
- While you normally don't need to clean a dog's ears, use grooming time as a chance to check them for dirt, debris or redness
- For bathing your dog, make sure to choose a shampoo that's suited to his hair type
- Ask your veterinary healthcare team to show you how to trim your dog's nails
- Get your puppy used to having their feet and mouths handled as soon as possible. This really helps with examining your pet should problems occur at a later date.



When you first bring your puppy home, it's important to give him time to adjust to new surroundings. During those first few days:

tips

Puppy-proofing your home

- Use covered rubbish bins in your home and garage
- Keep kitchen countertops clean and clear of food items to reduce temptation
- Store household chemicals and poisons in a locked cabinet
- Keep toilet lids down so your puppy can't fall in or drink from the bowl
- Keep electrical cords and wires out of sight or secured to walls
- Keep dangling blind and curtain cords out of reach

- Try to keep the household fairly quiet and ensure that all family members are interacting with the puppy in a gentle and calm way
- Put lots of soft bedding and a few toys in your puppy's crate – puppies need to feel secure, and a crate will feel like a safe den-like place
- Show your puppy where to eliminate outside and give him a chance to go to the toilet every couple of hours
- Take lots of time to interact and play with your puppy – this will help create a bond that will last a lifetime



Socialising is easy and can be fun for both you and your puppy. Be careful though and try not to do too much too soon. It's best to build up your puppy's new experiences slowly at first.



People

People come in all different shapes and sizes and your puppy should have the opportunity to encounter them all. Get him used to strangers, but be careful that they don't scare or overwhelm your dog with a strong show of affection.

It's important for your puppy to get acquainted with children, too. If you don't have any children in your home, take your puppy on walks in the park where you're sure to encounter some kids.



Other dogs and pets

A crucial aspect of socialisation is introducing your puppy to other dogs, especially older ones. They can set a good example for your puppy about how to behave and won't hesitate to put your little one in his place if he gets overexcited. Be sure those other dogs are friendly though. The last thing you want is for your puppy to be frightened and have a traumatising experience.

If you've got other pets in the house, introduce your new puppy to them gradually and separate them at any sign of aggression. Acceptance can take time, so don't ever leave them unsupervised until you're certain they're getting along well.

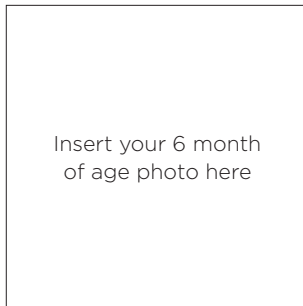




**All the nutrition a puppy needs
is in Hill's **Vet Essentials****

Visit us online and register
for monthly newsletters

**www.hillspet.co.uk/vetessentials
www.hillspet.ie/vetessentials**



Insert your 6 month
of age photo here

Hill's Pet Nutrition Ltd, Unit 1b, Guildford Business Park
Midleton Road, Guildford, Surrey GU2 8JZ.

Hill's Customer Service Helpline is staffed by experienced
Dietary Consultants. Please contact us if you need help or
information about any Hill's product:

0800 282 438 / 1-800 626 002 (ROI)