

**ANIMATES**

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**vetcare+**

# Puppy Care Guide

First steps

Settling in

Feeding

Health

Training

Grooming

Travelling

Caring

Little  
**MATES**



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**20% off**

puppy essentials  
inside!

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Everything for your puppy under one roof.



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# The ultimate guide to caring for your puppy.

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# How exciting!

## The joy of a new puppy.

The cuteness, the cuddles and so much unconditional love being sent your way.

You'll probably notice a change in how you do things too.

You'll want to give your puppy the best life ever. Become the best parent possible, showing kindness, love and understanding every single day.

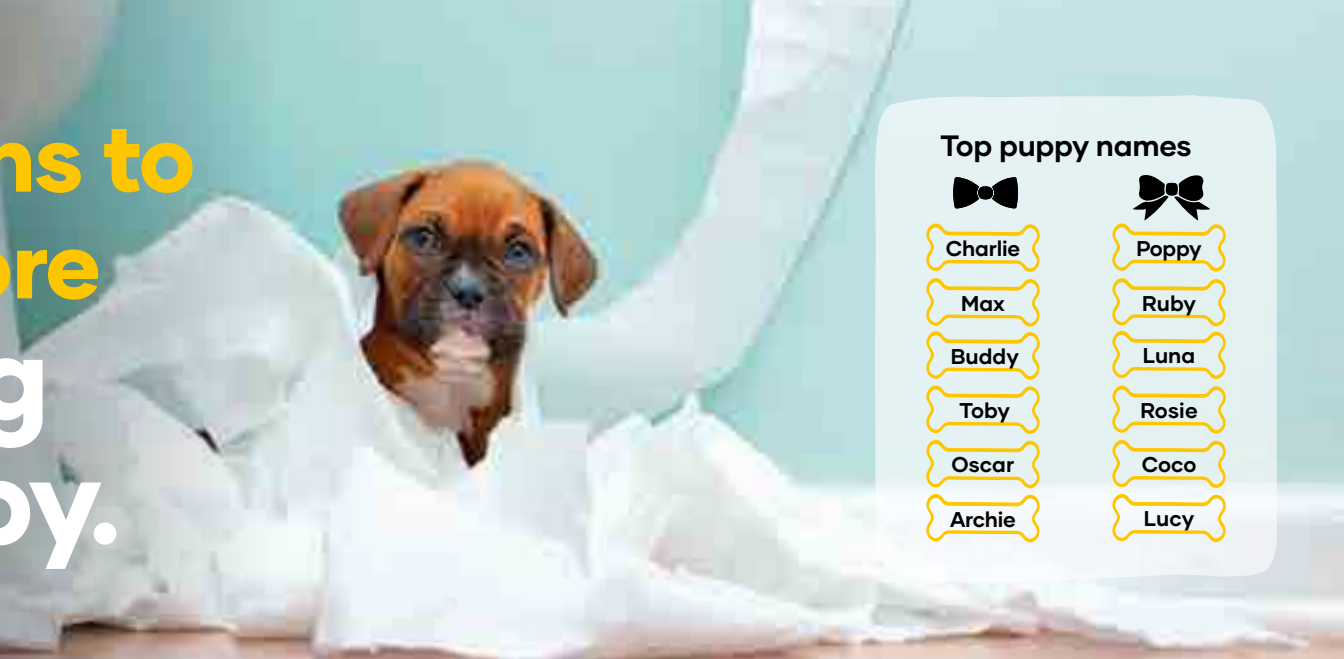
Puppies enrich our lives and provide us with unconditional love.

In the following pages you'll find all you need to look after your new family member.

These essentials are designed to make your new role easier and to keep your puppy happy and healthy for years to come.

## ANIMATES

# Questions to ask before getting a puppy.



## Top puppy names



Charlie

Max

Buddy

Toby

Oscar

Archie



Poppy

Ruby

Luna

Rosie

Coco

Lucy



## Puppy love

New pet parent David shares how the joys of puppy parenthood has helped to make him a better person.

Aslan is a gorgeous ruby Cavoodle. It was a tough choice between him and his brother. We went with Aslan as he looked a little more calm and like he needed a big cuddle. While he loves cuddles, we were wrong about the calm part! Aslan quickly settled in and found his confidence. He sleeps like a dream in his crate and loves to play through the day and night. Aslan has turned our world upside down – in the best possible way.

We can't wait to get home and play. Having a little life relying on you is a big adjustment. That said, we have absolutely no regrets. In the two short weeks that we have had him, he has brought so much chaos, laughs, love and overall joy to our lives.

This is the exciting bit: finding the right puppy for you! Make sure you've thought about these important questions before choosing your new best friend.

### 1. Where do you live?

And where will your dog live? You need to consider the breed and fully grown size of your dog when you're working out which furry friend will be the best fit for you, your home and your lifestyle. Is your backyard secure so your puppy can run and play safely? Are there walking routes nearby? If you rent, make sure your landlord is okay with you having a dog.

### 2. Are they right for you?

Bringing a puppy home is a big commitment. Make sure you do your research first. It's not just size that you need to consider.

#### Temperament

Dogs bred for guard-dog duties may be more protective, while dogs bred as companion animals will be great for lots of cuddles! Some breeds are also more likely to be more destructive than others.

#### Activity level

All puppies require daily exercise, however the frequency and intensity of

their exercise needs may vary depending on breed and activity level.

#### Grooming

Do you prefer a low-moult coat? Are you prepared to clip and brush your pet regularly?

#### Barking

Some breeds can be prone to bark more than others.

### 3. Does their size suit you?

Size doesn't affect activity level or temperament. Some large breeds are very calm and gentle, while others may be high energy. Small dogs require delicate handling and may not be suitable for young children. Large dogs can cost more for food, veterinary costs etc, and may even require a larger car for travel!

### 4. Will they be alone a lot?

Dogs are companion pets and thrive with company. If your puppy is going to be alone for part of the day, consider how you keep them entertained and happy during this time. Dog walking and day care services are also an option to enhance your pet's day.

### 5. Do you have the budget?

There are many ongoing expenses for a dog – food, flea and worm treatments, toys, accessories, veterinary costs, grooming and boarding. You should also have a plan in case of unexpected veterinary costs, such as pet insurance or savings.

### 6. Where is your puppy coming from?

What do you know of their heritage and upbringing? Puppies find homes in many ways; such as rescue centres, friends, family and breeders. If adopting from a breeder, you should receive copies of lineage and necessary health testing for the breed as some breeds are prone to medical issues. Also ensure you view their parents.

#### Finally:

Your Animates Vetcare clinic or local vet can talk through any questions you may have, as well as advise you on how to keep your puppy in top health once you've brought them home. Head to [animates.co.nz/vetcare](https://animates.co.nz/vetcare) to find your nearest clinic.

# Top dogs.

When you're looking for your new best friend, check out some of New Zealand's best-loved breeds.

## 1. Mixed breeds

The most common type of dog in New Zealand - mixed-breed dogs! Often you'll be lucky enough to enjoy some of the best character traits of two or three different breeds. There are so many mixed breed rescue pups in adoption centres, just waiting for their forever homes. The centre will have worked out the dog's temperament and energy levels to help them find a family with a lifestyle that suits. You can learn all about your prospective pet before you make the big commitment. Plus, when you adopt a dog, you'll bring home a very grateful puppy.



## 2. Labrador Retriever

An all-round ray of sunshine, the Labrador has a reputation for being an excellent family pet. Good-natured, friendly and affectionate, the Labrador is a relatively large-sized breed and is patient with children and trusting with strangers too. They are very loyal and love being around the family. They are often very smart, great at fetch and thrive on games. These friendly fellows love to chew and often follow their nose, taking off at any smell. They can also be big lovers of the water.

Please note: the characteristics discussed are often associated with these breeds, but every dog is individual and may show different traits.

## 3. Staffordshire Bull Terrier

An all-or-nothing kind of dog, Staffies give it everything when it comes to love, play or work. Don't get misled by their muscular features though, as they are very people-friendly and happy. As far as children go, a Staffordshire Bull Terrier's reputation is second to none. You'll also find lots of these brilliant dogs up for adoption - bring one home and they'll love you forever!

## 4. Poodle crosses

There are many mixed Poodle breeds. Poodles are very intelligent, do not shed and may tend to be hypoallergenic (great for allergy sufferers), making a mixed Poodle breed puppy with these traits a popular choice. All three sizes of Poodle - standard, miniature and toy, have been crossed with a growing number of breeds. Ensure you research the traits of the breeds of a mixed Poodle puppy to ensure they are suited to your family and research the breeder to ensure they are reputable.



## 5. Border Collie

A Border Collie is not for the faint-hearted and is sure to keep you on your toes. Bred for sheep herding, they are highly intelligent and very active. A happy Border Collie requires regular interaction, play and training. They thrive on regular exercise, learning new tricks and 'finding' games. On the plus side, they will be high-fiving you in no time at all - when they're not running rings around you with energy to burn. They are obedience and agility superstars. This breed is most suitable for active families with plenty of time to commit to exercise and training.



## Why adopt a rescue pet?

There are a lot of dogs and puppies in SPCA's and rescue centres, waiting for a family and forever home of their own!

Benefits to adopting a rescue pet include:

- Dogs from a rescue centre have often been health checked, microchipped and vaccinated before being placed for adoption.
- Rescue pets may already have some level of training.
- By adopting a rescue pet you are truly saving a life.
- Rescue dogs that are up for adoption are usually already desexed.
- Dogs in adoption centres are just looking for lots of love.
- If you're after a puppy, many shelters and rescue organisations can still help you.
- Like all pets, they bring so much joy to your life and can improve your health.
- There are a wide variety of dogs needing homes, including purebreds, crossbreeds & dogs of varying ages and sizes!

If you are interested in adopting a rescue pet, try your local SPCA, rescue centres or the council pound.

# Your puppy's development.

As your puppy grows to become a well-rounded dog, these are the milestones that will make you a proud parent.



Find your nearest vet clinic:  
[animates.co.nz/vetcare](https://animates.co.nz/vetcare)

Feel free to chat to your local **Animates** team to find everything your puppy needs at every stage. Head to [animates.co.nz/articles](https://animates.co.nz/articles) to find more information on puppies.



# How to puppy proof your place

Consider your home through the eyes of a curious puppy and make adjustments so it's a safe and secure environment.

## The safety checks

### The living area

The living area has electronic gadgets and loose cords that your puppy might chew.

Don't leave phones, remotes, kids' toys and magazines (or really anything of value) lying around, as there's a risk of them being chewed and swallowed.

### The backyard

The backyard has obvious dangers like paint and cleaners, as well as poisons like rat and snail bait. Some plants can be toxic to pets too. You should also check that your puppy can't escape the yard through gaps in the fence. Remember: dogs can dig, so be careful!

### The kitchen

The kitchen contains drawers and cabinets with interesting smells and tastes. It's likely that your puppy will want to explore everything, just remember there are dangers. Make sure your cabinet doors are well secured.

### The bathroom

Razors, cotton buds, toilet paper, medicines or even soap left on the floor (easily ingested by your curious puppy), the bathroom is a danger zone. Be sure you keep the toilet lid down too.

### The bedroom

This will certainly interest your new puppy as they get to know your scent. Shoes, clothing, hair ties, toys and other small chewable items should be secured for safety.



# Heading home.

Arriving at their new home can be overwhelming for your new puppy. Here are some things to keep in mind so it's easy and breezy for everyone.

## Setting up camp

The first night at home with you might be the first time your puppy is away from their mother. Even for rescue dogs, moving to a new home can be stressful. Use your puppy's crate for a cosy space at home. When it's bedtime, your puppy may whine and cry.

This is natural. Play with your puppy shortly before bed, and don't let them nap. This will ensure they're tired and ready for sleep.

Also, take your puppy outside to the toilet area and wait until they're done. Praise your puppy in a calm and soft tone before taking

them to their sleeping spot so they can settle.

## Meeting the family

Try not to overwhelm your puppy with too many people and too much attention. It's important to establish a safe zone for your puppy, like their crate, kennel or sleep spot, for them to retreat to when they feel overwhelmed. It is important to make sure children don't enter their crate or kennel. Make sure everyone is calm and gentle. Your puppy is still a baby after all!

## Making new friends

Kids and puppies can be a great match and become great friends, provided they start out on the right foot! Here are some tips for ensuring they'll be best buds in no time.

- Let your puppy approach the kids, not the other way around and make sure they stand still and don't run away or scream.

- One of the first lessons for your kids should be how to hold, pat and interact with your new family member.

- Have the kids involved with feeding, training and caring for the puppy. This teaches responsibility and helps them learn how to safely behave around dogs.

**Remember that you should always supervise young children when around dogs.**

# Your puppy checklist.

Everything you need to prepare for the arrival of your new puppy.

## The essentials

- Food** – Science-led nutrition for your puppy's development. If changing your puppy's diet, introduce the new food slowly to avoid an upset tummy.
- Toys** – A variety of chew and fun play toys for teething and to keep them stimulated.
- Treats** – Perfect for training and rewarding good behaviour.
- Flea and worming treatments** – Talk to the team in-store for advice on the best treatment for your puppy.
- Bedding** – Warm bed and blanket so they feel comfortable and safe.
- Crate** – To help with toilet training, sleep routines and a bedroom of their own.
- ID tag** – Personalise their collar with their name and your contact details.
- Collar, harness and lead** – Get your puppy used to the feeling of wearing them prior to going for walks.



## Useful items

- Bowls** – Puppy food and water bowls.
- Poop bags** – For cleaning up after your puppy.
- Car harness** – Keep your puppy safe and secure while driving.
- Toilet training pads** – To help with toilet training while your pup learns.
- Stain and odour remover** – For easy clean up of accidents.
- Brushes and combs** – Keeps their skin and coat in good condition and prevents matting.
- Shampoo** – Get them used to being bathed while they're young.
- Nail Clippers** – Avoid sharp nails and scratches. Desensitise your dog from a young age.

### DIY Dog Wash

After their vaccinations, wash your puppy in a friendly environment and save your bathroom from getting dirty.

### Grooming

Professional grooming tailored to your puppy's needs. The Puppy Introduction programme helps desensitise them from a young age.



Covering all your vet care needs – offering consultations, vaccinations, desexing, wellness programmes and laboratory testing. Find your nearest clinic at [animates.co.nz/vetcare](http://animates.co.nz/vetcare)



**Kong**  
Puppy toy

**Old Mother Hubbard**  
Puppy treats

**Royal Canin**  
Dry puppy food

**Butcher's Superior Cuts**  
Liver treats

**Advantage**  
Flea treatment

# Getting started.

Animates has everything you need to ensure your new furry family member is settled and happy.



**Yours Droolly**  
Crate



**Stainless steel**  
Anti skid dog bowls



**Hartz**  
Puppy shampoo

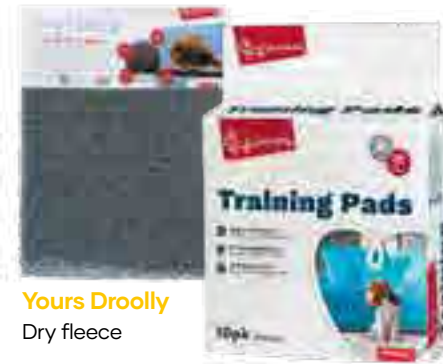


**Yours Droolly**  
Stain and odour remover

**Cuddlies**  
Pup dog toy



**Mammoth**  
Rope toy



**Yours Droolly**  
Dry fleece

**Yours Droolly**  
Puppy training pads

Products shown are indicative only, subject to change and may not be available at all stores.

Talk to your local Animates team to find everything your puppy needs, at every stage.



# Which bed is right?

**Should you go for a bed, crate or kennel? Find the perfect sleep zone for your puppy with these pointers.**

Soft bedding is a must for all puppies, even if you've decided that they'll sleep in a kennel or crate. Your puppy needs a cushioned, cosy bed, and larger breeds require extra padding. Your puppy's bed will be one of the key elements that help them feel comfy in their home, so choose bedding they can grow into.

## Crate

A crate offers your puppy their own safe haven. Crates also limit destructive behaviour and are helpful for creating routine and toilet training, plus, they can be used on car trips. Your puppy needs to be able to comfortably stand up, lie down, turn around and stretch inside their crate.

Try to choose a crate that your puppy will also be able to use comfortably when they are fully grown.

## Kennel

Kennels are perfect for puppies that spend a lot of time outside, or share the house with kids and other pets. When you select a kennel, consider the size your puppy will grow. The kennel needs to be big enough for them to turn around and lie down in comfortably. Kennels that are too large will mean your puppy could get cold. Keep the kennel raised off the ground and make sure it's not too far from your house, so your puppy doesn't feel isolated. Add in some cushioned bedding and your puppy will love their cosy refuge.

## Crate training 101

Getting your puppy to use their crate is a gradual process.

1. Set up the crate so it's cosy and inviting. Put a crate mat on the base and add a soft bed.
2. Leave the crate door open and tempt your puppy in with a treat or favourite chew.
3. Place the treat in the back of the crate so they have to go completely inside to retrieve it.
4. Reward your puppy every time they enter their crate.
5. Gradually close the door and, once they're comfy, stay with them and reassure them.
6. Keep the "closed door" periods short.
7. When you're happy that your puppy is relaxed in the crate with the door closed, you can leave them alone – initially for short periods, gradually increasing the duration.
8. Make sure that their crate is always a refuge; never use this as a punishment area or for anxious dogs.

Visit your local Animates for a great range of options, or shop online at [animates.co.nz](http://animates.co.nz)

## Is your puppy ready?



Your puppy shouldn't go out for walks until seven days after their final core vaccination, which is typically administered between 14-16 weeks of age, and they have been treated for fleas and worms. Check with your vet about when it's okay to go for walks.

## Lead free



Spend time working on training and recall off the lead in a safe space before visiting off-lead dog areas.

## Stay hydrated



If you're hot, then your puppy will be too! Always take fresh water for your puppy, and have regular breaks. Walking on hot ground can burn your puppy's feet so be careful and stick to the shade.

# Things to know about exercising your puppy.

**We all know that exercise is a must for the whole family. The good news is that with your puppy in tow, you'll be in shape in no time!**

## Play is important



Using dog toys, such as a ball launcher or a fetch toy, will help keep your puppy entertained and mentally stimulated.

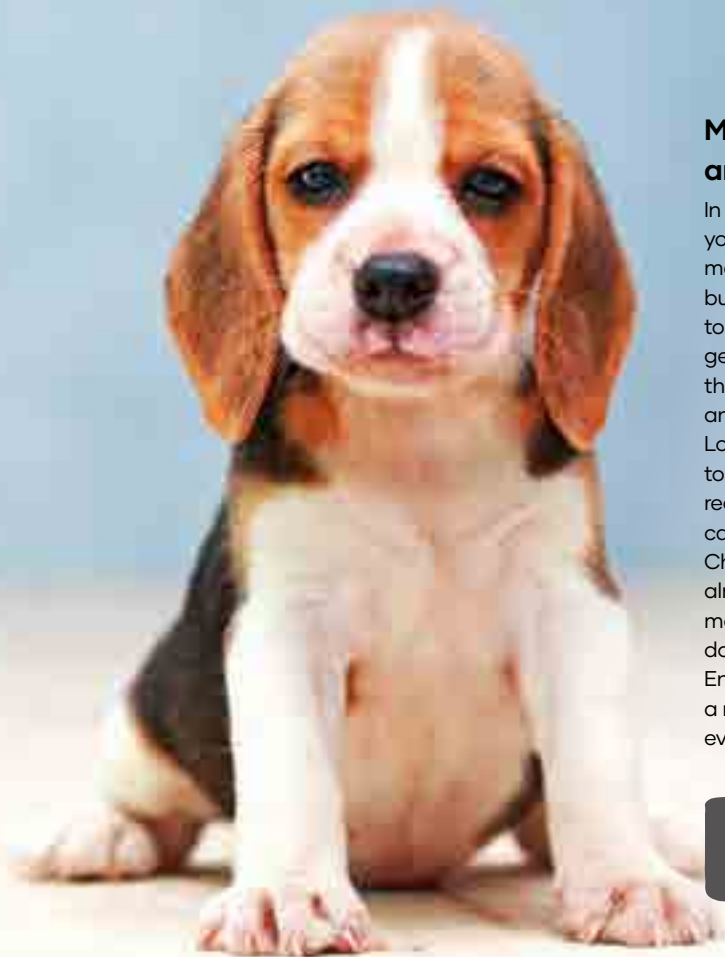
## Meet and greet



Walks are a great way to let your puppy socialise with a range of people and other pets. Keep all interactions short and positive and make sure to reward your puppy along the way. Short gentle walks taken daily are better at this stage than one big walk every couple of days.

# The essentials.

While nobody likes paperwork, consider these important tips to ensure your puppy's health, safety and happiness.



## Microchipping and registration

In New Zealand, getting your puppy microchipped is mandatory. Having your little buddy microchipped allows you to register them. So if your puppy gets lost, a vet or pound can use the microchip to identify your pet and access your contact details. Local councils require residents to register their dogs before they reach 12 weeks of age, and fines can apply if you don't do so. Check whether your puppy has already been microchipped, as many breeders and rescues will do this as standard procedure. Ensure you register your pet with a national microchip register for even easier lost-pet recovery.

To find out more information visit [animalregister.co.nz](http://animalregister.co.nz)



## Pedigree pups

If you're welcoming a purebred puppy into your family, it's worth knowing their family tree. Breeders should supply papers that show that the puppy is registered with the relevant breeder association. Ask the breeder for the registration and vet records of your puppy's parents, including certificates showing they've been screened for any common hereditary diseases.

## Pet Insurance

As living creatures, just like kids, pets will need medical check-ups from time to time. Taking out pet insurance may save you on vet consultations, surgery and medicines.

## Your healthy pet checklist

Registered breeders and pet adoption centres will have taken your puppy for their first vet health check, which includes the first

round of vaccinations and microchipping. In addition to this, your puppy will likely be on a parasite prevention program to protect them from fleas and ticks and intestinal worms. Ask for a record of these past treatments so that you know what stage your puppy is at with their health needs and so you can continue their prevention program. Familiarising yourself with this health record will also be useful when your puppy starts Animates Puppy Preschool.

They are also necessary if you're thinking of sending your puppy to doggy day care, a boarding facility or for a pamper session at the groomer.

**18%**  
of dog owners  
in New Zealand  
don't have  
pet insurance\*.

\*Source: Companion Animals in New Zealand 2016, The New Zealand Companion Animal Council Inc.



# What should I feed my puppy?



**Over 40%**

of dogs in New Zealand are overweight\*. Love your puppy responsibly by feeding them science-led nutrition puppy food.

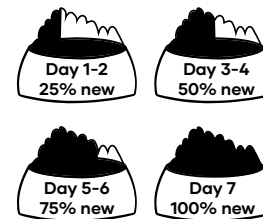
**It's only natural that you want to give your new puppy the very best start in life. Where do you begin? Not all foods are created equal, which is why science-led nutrition is the best way for your little one to grow into a healthy dog.**

A puppy grows much faster than you – in just a year or two, they'll accomplish what you do in 15 years (hence 'dog years'). That's why formulated dry puppy foods contain a higher percentage of proteins, fats and carbohydrates compared to adult dog foods, and some foods, fortified with DHA (a natural omega-3 fatty acid), have even been linked with smarter, more trainable dogs – what a treat!

## When you first get your puppy

Don't change your puppy's food in the first few days in their new home. Moving house and changing

families is very stressful and can affect your puppy's digestive system. Keeping them on the same diet they're used to will reduce the chance of stomach upsets or diarrhoea. When you are ready to change your puppy's diet, do so over seven days, gradually introducing their new food.



## Choosing their food

Take into account:

- The age of your puppy.
- The breed of your puppy and how big they will grow.
- Your puppy's energy levels (different foods have varied energy outputs and therefore varied quantity recommendations).
- Is your puppy overweight, a healthy weight or under weight?
- What you are currently feeding your puppy.

## Mix it up

A diet of both wet and dry puppy food may be best for your pup.

## Our team can help!

We can help you find the right nutrition for your pet. Our team are trained in

nutrition and there to help make sure you're giving your loved one the food that's right for them, to suit your budget and keep them living their best possible life. Simply pop in-store and talk to the team.

## Why you should consider science-led nutrition

Puppies have different nutritional needs to adult or senior dogs, and small-breed dogs need different nutrition to large breeds. A science-led nutrition diet – consisting of high-quality dry and wet food – is formulated to support the needs of specific breeds at each stage of life. These types of pet foods are designed to provide maximum benefits to your puppy's health, while offering a complete, balanced diet.

## What about the cost?

You may think that these science-led nutrition diets are expensive compared with supermarket brands. Because of their high digestibility and calorific density, your dog needs less food to meet their nutritional needs. When this is considered and a cost per day is calculated, these foods compare favourably, especially when ingredient quality and the benefits are factored in.

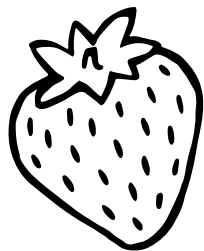
## Benefits of science-led nutrition

Puppies need nutrition that is specifically formulated to be high in fat, protein and calories to nurture and maintain their development into adulthood. Science-led nutrition delivers all the essential nutrients. Choose from our range of science-led nutrition brands at Animates, and your puppy will reap all the rewards.

### These include:

- Quality ingredients.
- No artificial colours or flavour enhancers are added.
- DHA, which aids in enhanced brain and vision development leading to smarter and more trainable puppies.
- Omega-3 fatty acids for healthy skin and coat.
- Digestible ingredients leading to smaller, firmer waste.
- The fibre level is optimal. Too much fibre results in reduced digestibility and interferes with the absorption of other nutrients.
- Supports developing immune systems.
- Encourages strong joints and lean muscles.

\*Source: NZPFMA, The Research Agency, Massey.



# Healthy treats

## Staff tip

Teach your puppy to be 'gentle' when taking treats and to 'wait' for their food. Get the whole family involved with feeding your puppy.

Sarah, Animates HQ

Treats are an essential training tool for your puppy and some are better than others. Here's our guide to healthy treating.

Dog treats are a great training aid to use when teaching your puppy and rewarding good behaviour. Food is the best motivator. Use high value treats that your puppy cannot resist! Make sure you don't go overboard with the treats – they should only make up 10% of your puppy's diet – and be sure to choose options made from quality, natural ingredients.

## Off the menu

While you may consider table scraps dog "treats", they can lead to weight gain, upset tummies and pancreatitis. Some of our favourite ingredients can be toxic for dogs. Puppies should only eat treats and food created specifically for them for optimal health.



42%

of dog owners believe they spoil their pet with human food\*. Specially formulated dog treats are the best choice for your puppy.



16%

of dog owners feed their pet confectionery\*. Give your puppy the best start by feeding them right.



## Watch out for these as they can be dangerous:

- ✗ Corn cobs
- ✗ Kebab skewers
- ✗ Bones

## Your puppy and adult dog should avoid eating any of these foods:

- ✗ Onions
- ✗ Garlic
- ✗ Chocolate
- ✗ Coffee or caffeine products
- ✗ Bread dough
- ✗ Avocado
- ✗ Grapes, raisins, sultanas, currants
- ✗ Nuts (especially macadamias)
- ✗ Fruit stones (pits)
- ✗ Green, unripe tomatoes
- ✗ Mushrooms
- ✗ Too much fish
- ✗ Fatty trimmings
- ✗ Xylitol (a sugar substitute found in some products such as lollies)
- ✗ Cooked bones
- ✗ Unsuitable sized raw bones. These can cause choking/digestion issues.

If you believe that your dog has ingested any of the above ingredients, you should immediately take them to your Animates Vetcare or your local vet.

# Toxic food

Dogs, especially when they are young, are highly sensitive to a range of ingredients humans love. No matter how longingly they look at you, there are some foods that are absolute no-nos for your pet. The above ingredients can lead to serious health issues, and some can even be fatal.

\*Petbarn Friends For Life Research, July 2016



# Care factor: 10/10.

If you notice your puppy displaying strange behaviours or unusual symptoms, be sure to visit your **Animates Vetcare** clinic or local vet as soon as possible so that a health assessment can be made and the appropriate treatment plan can take place before the condition worsens. To find your local Animates Vetcare, visit [animates.co.nz/vetcare](https://animates.co.nz/vetcare)

While going to the vet may be scary for puppies (and for you) your vet will help ensure it's a walk in the park. The best part of the job, is helping pets overcome sickness. Pets can't tell us where they hurt or how they are feeling, so we build treatment plans that are unique to the pet's needs and watch the pet recover and become healthy again.

While some problems are common in puppies, that doesn't necessarily mean they are especially dangerous if treated properly.

Some common reasons we treat puppies are:

- **Retained puppy teeth**  
When their baby teeth haven't fallen out. These need to be removed to allow for the adult teeth to come through, this can be done during their desexing procedure.
- **Umbilical hernias**  
A small lump sometimes seen on a puppy's tummy. The cause is a small opening in the muscle where the belly button is located. It is often repaired at the time of desexing.

- **Retained testicles**  
Where one or both testicles haven't descended and are retained inside the abdomen. Surgery is required to prevent medical problems in the future.

- **Ingestion of foreign bodies such as toys**  
It's best to take your puppy to the vet if you think they have eaten something they shouldn't have.

Learn more about what to do if your puppy eats something it shouldn't on page 39.



# Vet stop.

**No one wants their pet to have health problems. How often should you take your puppy to the vet?**

## First steps

It's best to take your puppy to the vet within a week of bringing them home. The vet will perform a physical exam to confirm that there are no current health concerns and establish the best preventative health care plan including a vaccination schedule.

Observe your puppy's behaviour around the house to get a sense of their personality before their first vet visit.

## The first few weeks

Ensure you adhere to the vaccination program your puppy's vet outlines so they're protected from nasties like distemper, canine parvovirus and canine cough. Also discuss the desexing of your puppy. The vet will know the best time for spaying (females) or neutering (males). This occurs from four months onwards, depending on the puppy.

## Young dogs up to seven years

As your puppy gets older, annual check-ups will help to avoid health complications or catch any issues that arise early. Each time you visit the vet, bring your dog's health record and be sure to tell the vet if you've noticed anything out of the ordinary.

## Older dogs seven years and up

Dogs age at about seven times the rate of humans, so by the time your dog is seven human years old, they're 49 in dog years! As your dog ages, their health state can change more rapidly, so maintaining six-monthly check-ups is important for early detection of illness.

## Tips for stress-free vet visits.

**Trips to the vet don't have to raise the heart rate. There are steps that you can take to encourage an enjoyable and stress-free visit for you and your puppy.**



### Relax

Puppies are very intuitive. If you adopt a relaxed and positive attitude when you visit the vet, your puppy will often follow your lead. Try using treats or calming products such as Adaptil to help puppies relax.



### Touchy feely

Help your puppy become accustomed to veterinary examinations from nose to tail by playing with their feet and toes, lifting up their lips and feeling their tummy and legs on a regular basis.



### On the road

Puppies often arrive at the vet anxious due to the car ride. Taking your puppy on short drives and rewarding them can help them get over stress during trips.



### Just drop by

Popping into the clinic to say hello during a quiet part of the day can help familiarise your puppy with the vet and all the smells, without being physically examined each time they visit!

## What if I notice something?

If your pet is injured or you notice something out of the ordinary, such as increased drinking, weight loss, diarrhea, lethargy, unresponsiveness or anxiety, it's a good idea to visit the vet as soon as possible for an impromptu check-up. It doesn't hurt to be cautious.

To find your local Animates Vetcare clinic, please visit [animates.co.nz/vetcare](https://animates.co.nz/vetcare)

# Stepping out together.

Going out for walks and socialising in the park is very exciting. Just remember that it can be a bit daunting for young dogs. Here are some tips for basic puppy training.

Socialising is an important part of a young puppy's life. Getting out and about is an adventure for dogs – remember to take it slowly. Teaching your puppy to be social should be one of the first things your dog learns. Animates Puppy Preschool is a great place for your dog to learn these all important skills. Find out more on page 29.

## The big wide world

Veterinarians advise waiting seven days after a puppy's 14–16 week vaccination before introducing them to the great outdoors and public places. However they can start Animates Puppy Preschool two weeks after their first vaccination. Also ensure your dog is protected from fleas and worms.

## Life of the party

After vaccinations, socialising is one of the most important activities in your puppy's early life. During your puppy's first two to four months, they will learn how to communicate and get along with people and other animals – essential learning. Missing this step may make it difficult to fix behavioural problems later on.

You should try to familiarise your puppy with:

- Other dogs and puppies.
- A range of people of all ages, especially children.
- Other pets, such as cats.
- Unfamiliar people, such as strangers at the park.
- Noisy household appliances.



## Walking on a lead

Most of the time your puppy is outside they will need to be on a lead. These accessories can feel unusual at first. It's best to take your time and let your puppy adjust to the feeling of their collar or harness before attaching the lead. Make sure you try not to lead or drag your puppy – coax them with a treat, and always reward good behaviour. Your puppy will be walking the line in no time.

## Here are some tips for how to teach simple commands to your puppy, using verbal and physical cues.

### Sit

- Hold a treat above your puppy's nose and move it above their head.
- Your puppy will tilt their head back and maybe even sit on their own.
- Say the word 'sit' clearly.
- Reward and praise.

### Come

- Have your puppy on a long lead and let them wander.
- Hold a treat and call them to you using their name.
- When they approach you, say 'come' and give them the treat.

### Stay

- Best taught after 'sit'.
- Have your puppy on a long lead and have them sit.
- Hold your palm out in front of your puppy and take a slow step back. If your puppy stays, say 'stay' and reward them with a treat or a pat.
- Repeat the steps to practice, gradually increasing the number of steps you take.

So your puppy can learn manners and cues, try Animates Puppy Preschool. Visit [animates.co.nz](http://animates.co.nz)

# Animates Puppy Preschool.



Being a puppy parent can be a big step – sending your puppy to school is a great way for both of you to learn and grow.

## What is Animates Puppy Preschool?

Animates Puppy Preschool are group classes run by experienced puppy trainers at selected Animates stores and Animates Vetcare clinics. The programme runs for 5 weeks, with class numbers limited to 6 puppies, so that you and your puppy can get the most out of each class.

During the early months of your puppy's life they learn vital socialisation and communication skills. These new life experiences influence how your puppy will learn, play and communicate as they develop into an adult dog.

All puppies need to be socialised in a positive and safe environment. Your puppy will make new friends whilst learning basic obedience and how to interact with dogs and people.

## What you and your puppy will learn

- Socialisation and communication.
- Calming and handling techniques.
- A puppy's view of the big wide world.
- How your puppy learns.

### Basic obedience and 'cues':

- Sit
- Come
- Drop
- Stay
- Lead walking

### How to address common 'unwanted' puppy behaviours:

- Toilet training.
- Crying at night.

### Troubleshooting challenging puppy behaviours:

- Biting
- Jumping
- Hyperactivity
- Separation behaviours



## Why choose Animates Puppy Preschool?

Animates Puppy Preschool is a trusted programme that provides new puppy parents with reliable, vet-led advice and education. In this series of fun and interactive classes you'll not only learn how to train your puppy but also allow your puppy to socialise in a fun and positive environment.

Visit [animates.co.nz](https://animates.co.nz) or go in-store for more information and to sign-up!

### During classes:

- Your puppy will meet and interact with other puppies.
- You will learn how to understand what your puppy is trying to say and how they are feeling.
- Your puppy will be taught basic manners and best behaviour along with vital socialisation and development skills.

### Who runs the classes?

Experienced puppy trainers who have vet-let training in animal behaviour.

### How long do classes go for?

Animates Puppy Preschool runs for 5 weeks, with each class 1 hour long.

### What is the age range for puppies to join classes?

Your puppy should be between the ages of 8-16 weeks for the first class and must have at least one vaccination 2 weeks prior to their first group class.





# Curb those little habits.

They look up at you with those puppy-dog eyes, and they've just chewed through another pair of your shoes. Animates to the rescue!

## Solution:

In the first few months of their lives, puppies are learning to communicate and may find meeting other puppies and dogs intimidating. It's important that they learn to socialise in a safe, controlled and positive environment. They will seek your guidance and they need to trust you – so be careful not to push them too far. If they are fearful, let them observe from a distance while you comfort them. At Animates Puppy Preschool, your trainer will teach you about your dog's body language so you know when they need a little extra support. In most cases, it easily helps puppies to adjust to their new family and become happy and confident. If they are older, you may need a behaviour specialist.

**Problem: fear of other dogs**

## Solution:

Observe for ground sniffing, circling, whining and waiting near the door – use this as a signal that they are overdue to go. If your puppy goes in the wrong place, don't punish or interrupt while toileting. Let it happen, don't comment on it, and clean it up with a good biological cleaner. Always give lots of praise and affection for using the right spot so they'll learn where is acceptable. Treats can also help the process.

**Problem: toilet accidents**

## Solution:

Puppies cry because they are unsure and unsettled. If your puppy is crying at night, make sure they don't need to go to the bathroom first. Crate training is a great way to support your puppy while settling in. Calming pheromones like Adaptil (available at Animates) may also help. Turning on the TV, radio or having a ticking clock can also help settle them down. Ensure your puppy is comfortable with a plush snuggle toy and pet specific heat pad, as well as something with your scent on it. Be patient while they adjust to their new home.

**Problem: crying at night**

## Solution:

Even if you find humping amusing, good puppy care involves teaching your pet that it isn't acceptable behaviour. Redirect your puppy into a more suitable behaviour (such as sit) and reward them. Repeat and reward often. Starting with training in the first few days of your puppy coming home will help to establish ground rules. Enrolling your new pet in Animates Puppy Preschool will help them master early lessons and learn about the difference between good and unwanted behaviour.

**Problem: humping**

## Solution:

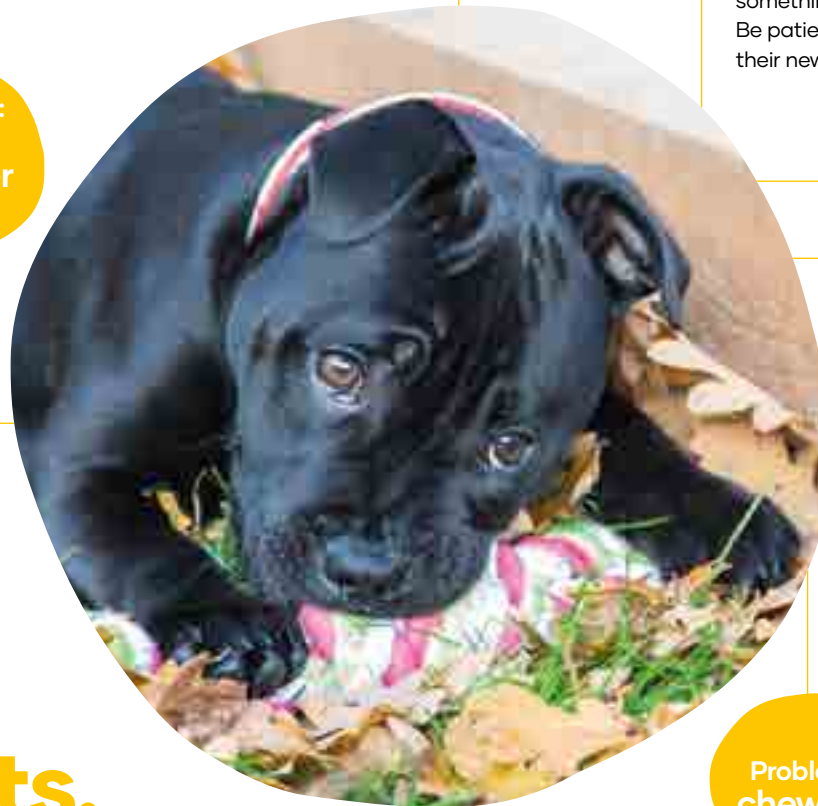
Puppies have very sharp teeth! Mouthing is normal behaviour but if you find your puppy getting rough, redirect them onto a suitable toy. Don't encourage your puppy to mouth your hands during games and play. If your puppy does nip you, stop play immediately, fold your arms and look up and away. This is how an adult dog says 'no, don't approach me'. Whilst standing still, refuse to engage with or look at the pup until it is calm. You may need to progress to turning your back on the pup. If the behaviour continues, make contact with a behaviourist for guidance.

**Problem: biting**

## Solution:

Toys of different shapes, tastes and textures will distract your puppy from teething pain. Chase toys are good for interactive fun, and plush squeaky toys stimulate a variety of senses. Providing chew toys regularly should help to prevent your puppy chewing on a shoe!

**Problem: chewing**



If you're worried about your puppy's behaviour, visit your nearest **Animates Vetcare** clinic or see your local vet.

# It's time for toilet training.

While it might not be the most glamorous side of puppy parenting, toilet training is one of the most important steps.

It's very important you create a toilet routine and stick to it. Take your puppy to the toilet area at these times, remembering they may go around a dozen times a day:

- As soon as they wake
- After playing or eating
- After being in their crate
- Before they go to sleep

## Dos and don'ts

### ✓ Do

Keep an eye out for signs your puppy may need to go, including turning in circles, sniffing the ground or whining.

### ✓ Do

Take your puppy to the same toilet area of your garden (on collar or lead if needed) and wait quietly.

### ✓ Do

Use puppy pads if you need to leave them for long periods or during the night.

### ✓ Do

Give them lots of praise and reward them for going in the right place.

### ✗ Don't

Get angry at your puppy if you find them going to the toilet in the wrong place or if they have a little accident.



### Staff tip

**Taking your puppy to the toilet on a lead lets them know it's business time and will help teach preferred areas of the garden to toilet in!**

Louise, Animates HQ

# The whole tooth.

Factor your pup's dental care into the daily grooming ritual for their best health.

Puppies are born without teeth and, in the first few weeks of their life, they will start growing milk teeth. From the ages of three weeks to eight weeks, while still with their mother, puppies will have their sharp little teeth come through, making a set of 28.

## Time for teething

From four to six months of age, the next phase of a puppy's teething will begin. The milk teeth will begin to be pushed out by the adult teeth, so don't be alarmed to find tiny teeth around the house. The adult teeth will replace the milk teeth, and your puppy will also gain 14 more teeth at the back of their mouth.

The teething process should be done by the time your puppy is seven months old and, by this stage, they should have 42 teeth.

During this phase, you'll want to get them accustomed to people looking in their mouth and touching their teeth and gums, so that they won't be fazed when you start brushing their teeth.

This will also be a really good way to keep an eye on their teething process.

## Caring for their teeth

Establishing a good dental care routine is really important while your puppy is young. Once they feel relaxed about having their mouth examined, it's smart to start brushing their teeth. Ideally, you will brush them daily for optimal health. Another way to keep their teeth healthy is to use a water additive, and choose treats that also have dental care benefits.



# Benefits of bath time.

This is bonding time and an opportunity to check the condition of your puppy's skin and coat.

We recommend getting your puppy comfortable with the washing and brushing process by regular bathing at home. Bathing can remove natural oils that are produced in your puppy's coat, so it's best not to shampoo your puppy more than once a month.

Often grooming with a brush and comb will help keep your puppy clean and remove any debris between bath times.

If cleaning is necessary between bath times, try using just warm water.

Animates sells a large range of grooming sprays, puppy-specific shampoos and conditioners, plus other grooming products. If bathing at home is a mess, try our DIY Dog Wash. This will also prepare them for a more luxurious groom at an Animates Grooming Salon. Visit [animates.co.nz](http://animates.co.nz) for more info.



## Why you'll love our DIY Dog Wash

Find our DIY Dog Wash at selected stores across New Zealand. There are so many reasons to bring in your puppy:

- No appointment needed - just bring a towel!\*
- \$10 for 10 minutes\*\*
- Easy to operate
- Eco-friendly products
- No mess at home
- A fresh smelling pup!
- Memberships available

**Puppies should only be brought in after they are fully vaccinated.**

\*Except during peak times.  
\*\*Prices are subject to change.



# 6 tips for grooming at home.

## Top grooming tools



Turn to page 43 to find a voucher for your puppy's first groom

**Yours Droolly shampoo and conditioner, nail clippers and double sided dog brush.**

## Doggie Day Spa

Different breeds and coat types require different grooming. Research your puppy's breed and the grooming brushes and de-shedding tools that are best suited.

Visit us at Animates and we'll happily advise!

### 1. Baby steps

Grooming should start with gentle brushing for five minutes a day. For longer coats, use a de-tangling spray if required.

Use treats while grooming to help provide an enjoyable experience for your puppy.

### 2. Take it slow

Reward good behaviour and stop before your puppy gets irritable.

### 3. Warm up

Introduce your puppy to shampoo and bathing, using warm water and puppy shampoo and conditioner.

### 4. Designate a space

Have a specific grooming area. A table is a good idea as the floor is perceived by your puppy as a play area.

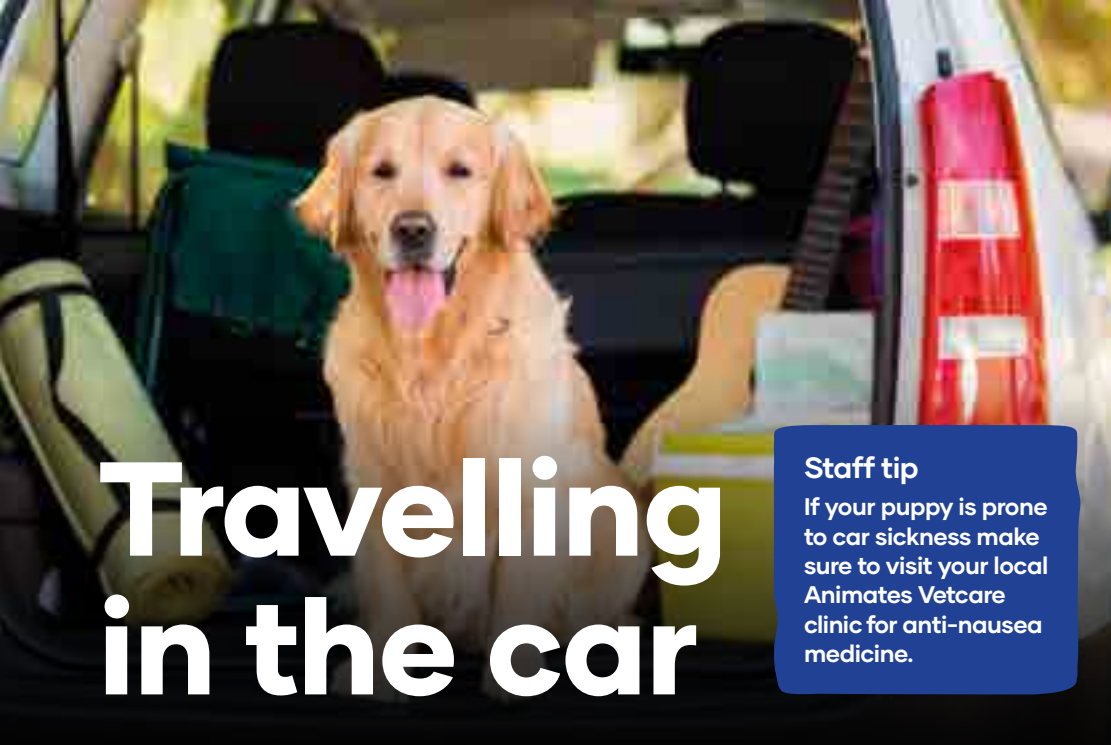
### 5. Help them adjust

Professional grooms are especially important for wire-coated and long-coated puppies, so it pays to get your puppy accustomed to a professional grooming salon.

A puppy socialisation groom is the ideal way to introduce your puppy to the grooming experience. Our grooming salons have a range of packages to suit your puppy's needs.

Visit [animates.co.nz](http://animates.co.nz) to book in or find your nearest Animates grooming salon.





# Travelling in the car

## Staff tip

If your puppy is prone to car sickness make sure to visit your local Animates Vetcare clinic for anti-nausea medicine.

# Puppies on holidays.

As much as you love your puppy, there will come a time when you go away & can't take them with you. Boarding is a great option, so you can have peace of mind on your trip.

You can't always leave your puppy with family or friends, and the lead up to going away can be stressful for both you and your pet, especially if it's the first time. We understand that pet parents want to feel that they're leaving their loved ones in safe hands.

From the time they first hop in your car to trips to and from the park, your puppy's safety in the car is very important.

## First car trip

Bringing your puppy home is so exciting, just be sure to prep the car first. Cover your car seats with towels in case of accidents, use a crate or booster seat and bring water for your puppy. Keep the car ride quiet and relaxed. Try using relaxing pheromones such as Adpatil during car rides to help your puppy relax. Comfort your puppy if they whine or cry.

For longer trips, remember to stop frequently for toilet breaks and stretching.

## As they grow up

The image of a dog with their head hanging out of the car window, tongue flapping in the breeze is cute – it's not safe though. Dogs should always be secured with a harness and seatbelt – as they can distract the driver or become airborne in the case of an accident. Remember, you'll need to upgrade your puppy's harness as they grow. There are options that clip to a seatbelt.

## The rules for happy travels

- Opt for a travel crate for safety and to help with anxiety while travelling.
- Keep your puppy restrained in the back of the car.
- Make sure they're wearing a lead before opening car doors.
- Take water bowls and treats for long journeys.
- Stop frequently for bathroom breaks and leg stretches.
- Be aware that your dog feels the heat much more than you. They should never be left alone in the car.



## Tips for sending your pup to board

- Help your dog adjust to staying at a kennel by booking them in for shorter day visits to start with, before a longer stay.
- Ask if you can send along a blanket or toy belonging to your puppy to ease the transition.
- Inspect the premises and talk to the staff to ensure you're happy with the care your dog will receive.
- Ensure you give the kennel instructions relating to medication and feeding.

# We have the answers.

Bringing a puppy into your home is a big step and you'll be faced with the odd challenge. Here are some common puppy-related questions.

## How will desexing affect my puppy?

Desexing of pets involves the removal of a portion of their reproductive system during surgery under general anaesthetic. While many people believe that desexing a puppy will affect their personality, this is a myth. In fact, desexing helps prevent the development of some inappropriate behaviours (such as roaming and urine marking) and even eliminates some health risks, including certain cancers.

Desexing surgery is one of the most common procedures undertaken by vets, who have processes in place to minimise any risks to your puppy.

While it might break your heart to see your little guy or girl under the weather, be rest assured that they're sure to be back to their energetic selves soon.

## Did you know?

Dogs don't sweat like humans. They regulate temperature through their tongues by panting and through their paws. If the weather is hot, place ice cubes in your pet's water bowl.

## What do I do if my puppy eats something it shouldn't?

Puppies are notorious for eating anything and everything, from toys to human food. It's true that certain things can be dangerous or even fatal for puppies. If you think your puppy has eaten something they shouldn't have, the best solution is to seek veterinary assistance as soon as possible.

Your Animates Vetcare or local vet team will assess your pet and perform any necessary tests to determine the best course of action.

## Symptoms you should look out for include:

- Vomiting or gagging
- Diarrhoea
- Painful abdomen
- Rapid breathing
- Seizures

## How do I train my puppy?

Positive reinforcement is always the winner when it comes to training your new puppy. This means you reward them with a treat, pat and general loving for good behaviour or when they complete a task you have asked them to do. Repeat often to reinforce the behaviour and ignore or redirect any unwanted behaviour.

Common commands to start with are 'sit', 'come' and 'stay' (see page 27 for more puppy training tips). Animates Puppy Preschool is the easiest way to ensure that you're teaching your puppy correctly, and gives your little one the opportunity to socialise with other pups.



## What's the best way to introduce my puppy to my family and other pets?

Slowly and gently. Take notice of how your puppy is feeling as they will communicate any discomfort. If introducing a puppy to children, try to keep the kids calm. Introduce babies in a gentle, positive manner, holding them safely out of reach. Arrange a 'safe zone' for your pup – such as a cushioned crate or a kennel – where they can retreat to if they feel overwhelmed.

If introducing your puppy to an existing pet, keep both pets calm and all meetings short and very positive. Both pets should feel safe and able to get away if they need to. Building new relationships takes time and patience. Ensure your existing pet and your puppy are up to date on health checks and vaccinations before introducing them.

Selected **Animates** locations operate Animates Puppy Preschool in conjunction with **Animates Vetcare**. Visit [animates.co.nz](http://animates.co.nz) or go in-store for more information.



## How often should I exercise my puppy?

Exercise is as important for pets as it is for humans, and when you exercise your pet, you're exercising, too! For a young puppy, they may take time to develop strength for long walks, so shorter daily walks, once vaccinated, are the best way to start. This will help your puppy adjust to walking on a lead. Walks are also a good way for your puppy to socialise. Did you know all leashed and vaccinated pets are welcome at Animates?



## Flea and worm solutions

Visit your local Animates or Animates Vetcare for all the flea and worm requirements for your puppy.

If you have any concerns about your puppy's health, visit your local Animates Vetcare clinic.



## How can I protect my puppy from fleas and worms?

Puppies are susceptible to parasites such as fleas and worms. The good news is that they can be treated and often prevented.

### Fleas

The best way to prevent fleas is to use an over-the-counter treatment regularly, from Animates or Animates Vetcare. It's very important to keep the environment your puppy lives in clean. Make sure carpets are vacuumed and their bedding is washed regularly.

Your puppy will frequently be exposed to fleas throughout their life so, rather than letting an infestation develop, it is far better to use a regular preventative treatment.

### Worms

Intestinal worms can infect your puppy without you knowing. The best way to protect your puppy and family is to regularly treat your pet with worming tablets. Your puppy should be wormed every two weeks

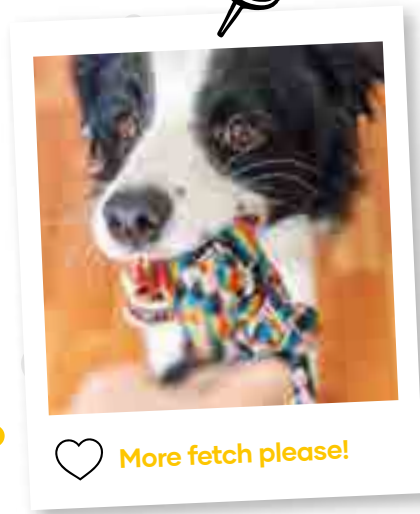
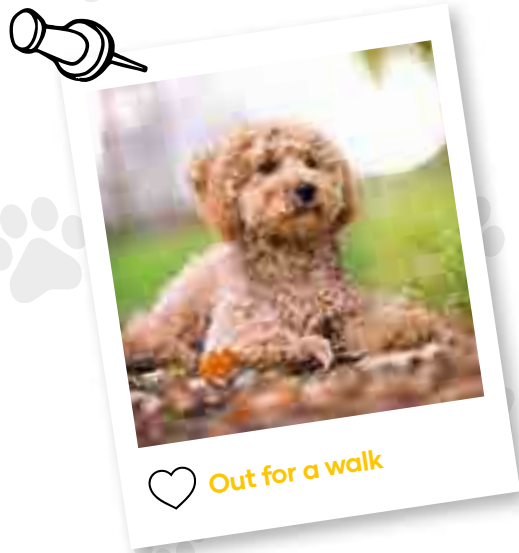
until twelve weeks old, monthly until six months old and every three months following that.

Worming should be performed regardless of whether worms are seen in droppings or not, as many worms are too small to be visible to the naked eye.

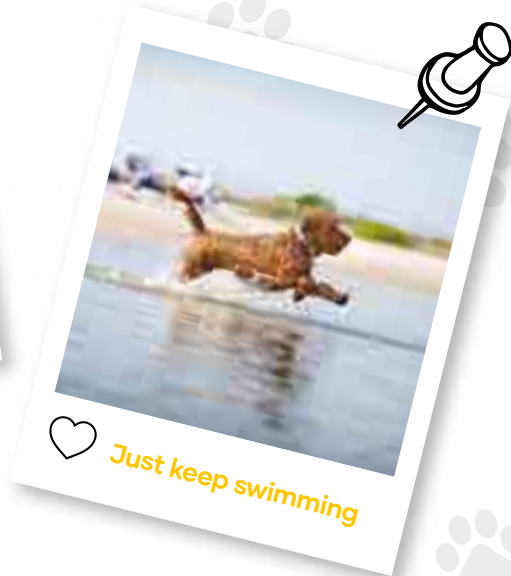
Visit your local **Animates** or **Animates Vetcare** for preventative treatment options and information on worms and fleas.

# Paw-fect puppy moments.

We love seeing your puppy pics! Here are some of our favourites from Instagram.



Share your precious puppies with us by tagging @animatesnz and #animatesnz in your caption.



Like us on Facebook for more cute puppy pics, competitions and upcoming events.

**ANIMATES**  
**20% off**  
Selected dry puppy food

See over the page for details.

**ANIMATES**  
**20% off**  
Selected wet puppy food

See over the page for details.

**ANIMATES**  
**20% off**  
One dog item of choice

Excludes food and flea treatments.

**ANIMATES**  
**20% off**  
Flea or worm treatment

**ANIMATES**  
**20% off**  
Puppy training pads

**ANIMATES**  
**20% off**  
One dog toy

**ANIMATES**  
**20% off**  
One grooming product

Excludes clippers & accessories.

**ANIMATES**  
**20% off**  
One Puppy Introduction Groom









Nutrition



| Advice



Grooming



| DIY Dog  
Wash