

Expert Pet Nutrition™

# ADVANCE

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A guide to ensuring your puppy  
gets off to the right start

**NAME:**

**PET'S NAME:**





# Congratulations on your new furry family member!

## Pets make the world a better place

The ADVANCE™ team wants to make the world a better place for pets, which is why we've put together the ADVANCE™ Your Healthy Puppy Guide.

The ADVANCE™ team understands that becoming a pet parent is a big responsibility. This guide has been developed in Australia by experts from a range of fields – including Veterinary, Breeder, Pet Nutrition and Pet Behaviour.

Many puppies find their move to a new home somewhat scary and overwhelming. However, there's lots that you can do to help them feel at home and enable a smooth transition into life with your family.

Getting your new puppy off to the right start will set the foundation for a long and happy life together.

In this guide, you'll find information on preparing for your new puppy and welcoming them home, through to introducing them to other pets and people. We've included nutrition, training and grooming tips as well as a health record to help you keep track of vaccinations and treatments.





# Pets improve lives

Research has established that pets create a valuable connection with people. There is also a wide range of research that points to the positive impact pets have on our general health.

Pet owners have been shown to display greater self esteem, undertake more exercise, fare better on measures of wellbeing and are better able to cope with social rejection than non-pet owners.

Research suggests the presence of pets in the home from an early age may acclimatise the immune system so that it is less sensitive to allergens in later life.

Research is also now exploring how pets help build social bridges in our communities. For more information about how pets improve lives, please visit:

We hope you enjoy this magical time with your new puppy. Be sure to take lots of photos as they grow up so quickly!



# Contents





# PREPARING





# Preparing to welcome your new puppy

Bringing your new puppy home is an exciting time for the entire family. However, it can also be an overwhelming time for the puppy who is about to leave a familiar environment, their mother and littermates. With some planning, you can help make their transition as smooth and less stressful as possible.

Watch this video for more great tips  
on bringing your puppy home





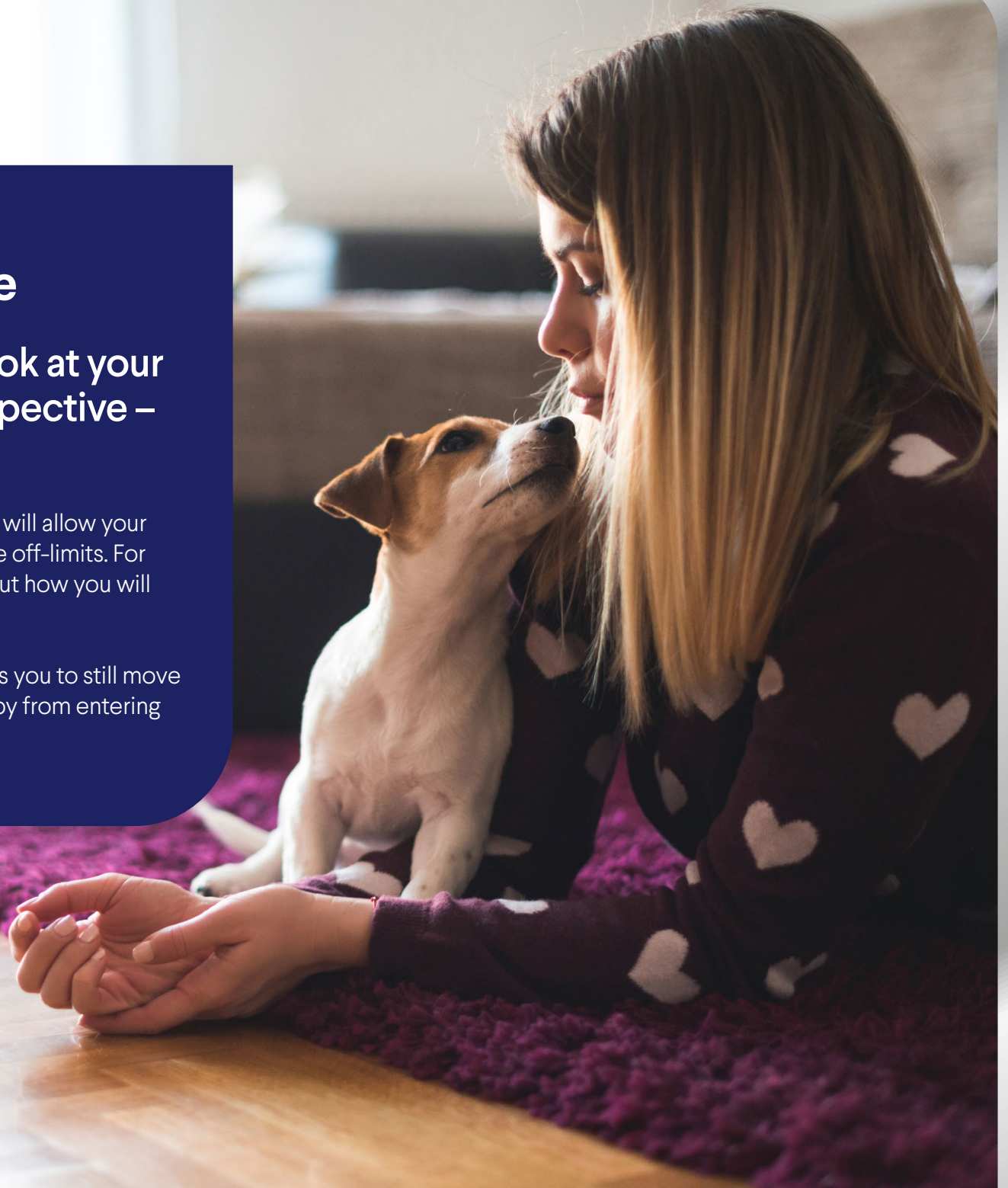


## Making your home safe

Now is the time to take a look at your home from a different perspective – that of your puppy's!

Firstly, consider which areas of the house you will allow your puppy to have access, and which areas will be off-limits. For areas your puppy won't be allowed, think about how you will block their access.

A puppy or child gate is very useful as it allows you to still move about your house, while preventing your puppy from entering any areas they shouldn't.







## Inside the home

Puppies are by nature highly curious, so make your way around your house in a systematic way – moving room by room, looking for potential hazards.

- Secure any exposed electrical or window blind cords out of a puppy's reach.
- Ensure all personal belongings such as shoes and clothing are stored away and not accessible to a puppy.
- Carefully check if there is anywhere in the house where a puppy may get stuck or anywhere they may be able to fall from.
- Children's toys can be chewed and small items swallowed, so secure them out of a puppy's reach.
- Use draw closures in the kitchen, bathroom and laundry to prevent a puppy from rummaging through cupboards and ingesting dangerous items or chemicals.







## Outside the home

Once you have puppy-proofed the inside of your home, it's time to consider the outside. Take a walk around your property looking for potential hazards.

- Check that your property is completely secure for a puppy. Look for any holes or gaps in the fence through which a puppy could escape, and if found, have them attended to.
- Assess your fences to ensure they are high enough to prevent a puppy from jumping over.
- Ensure that a puppy can't dig their way out.
- Look for any chemicals such as cleaning agents or paints that may be within a puppy's reach. If found, secure them in a safe spot.
- Ensure garden-related items such as fertilisers, potting mix, weed/snail/slug killers and other chemicals, as well as garden tools are also kept well out of reach.
- Some common garden plants can be toxic to pets such as azalea, begonia, oleander, cyclamen, tomato and lilies. Perform a thorough garden inspection.





# New puppy checklist

Now that your home is puppy-proof both inside and out, it's time to start planning for all the items your puppy will need. Here is a list of some key ones.







## Name

It is ideal if you choose your puppy's name before they arrive. You can then use it whenever you interact with your puppy such as when they are being fed, treated, patted, played with, or groomed, so they associate their name with good things.



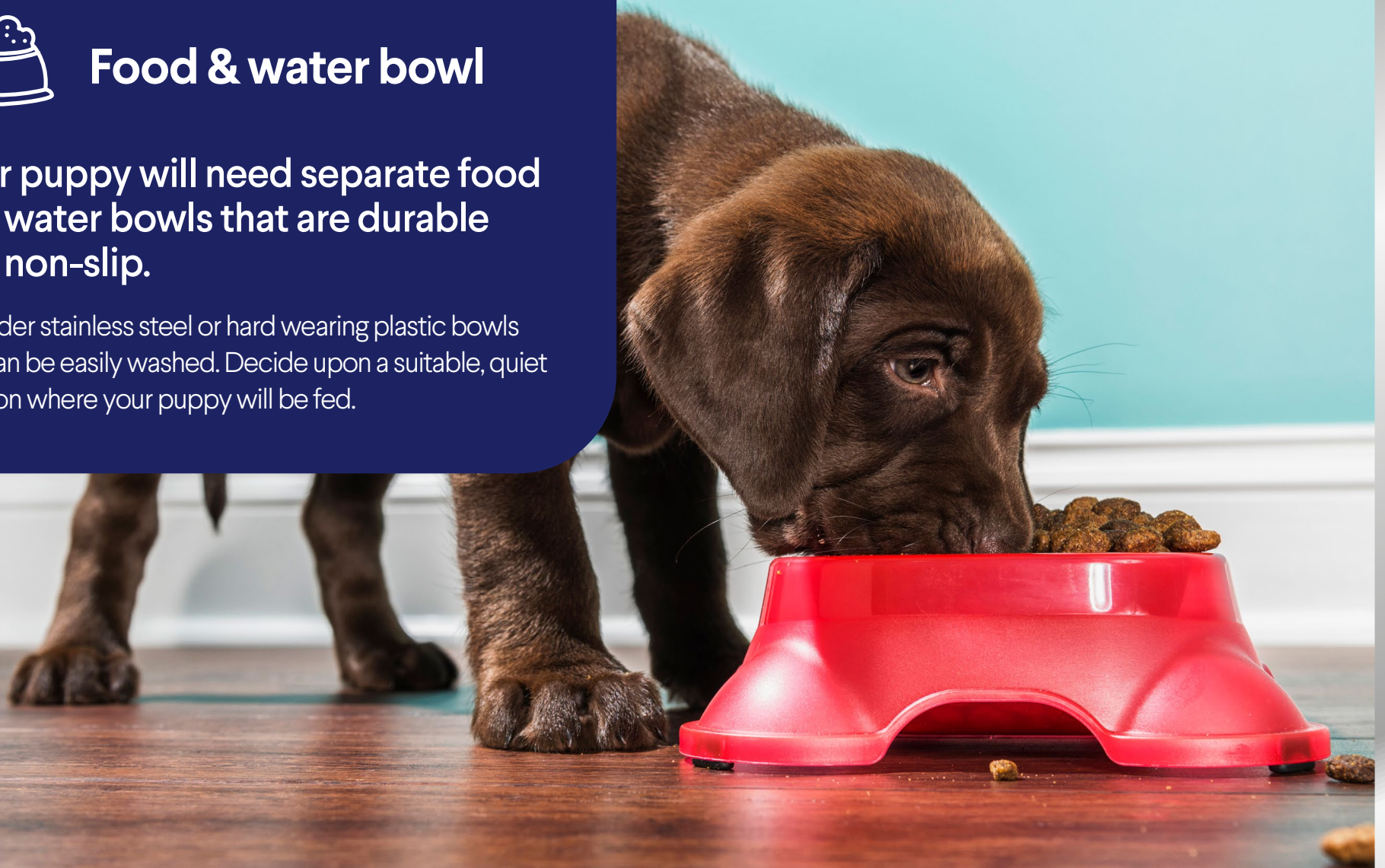




## Food & water bowl

**Your puppy will need separate food and water bowls that are durable and non-slip.**

Consider stainless steel or hard wearing plastic bowls that can be easily washed. Decide upon a suitable, quiet location where your puppy will be fed.



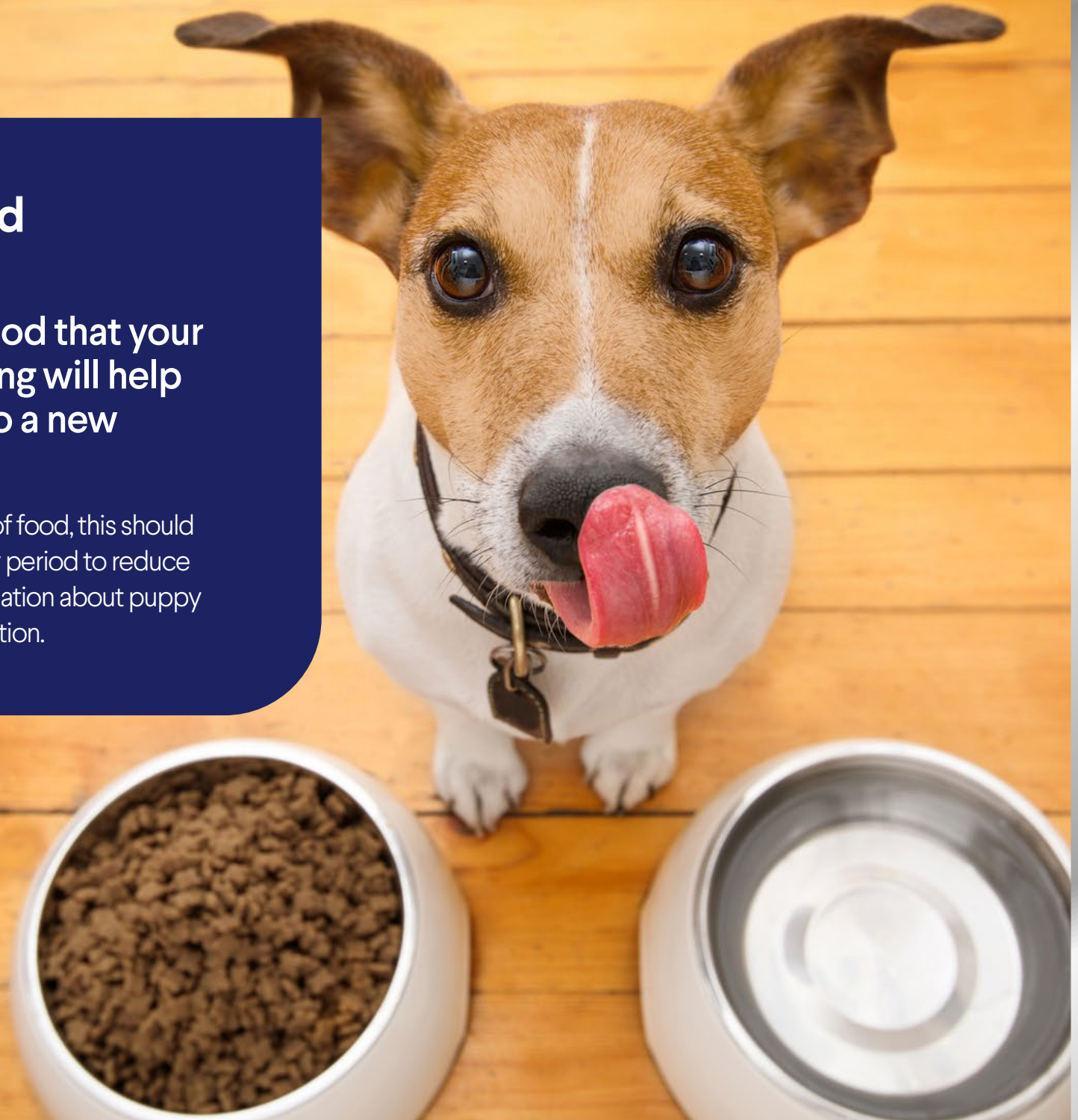




## Puppy food

**A supply of puppy food that your puppy is already eating will help make the transition to a new home easier.**

If you decide to change brands of food, this should always be done over a 5 to 7 day period to reduce digestive stress. For more information about puppy feeding, see the section on Nutrition.





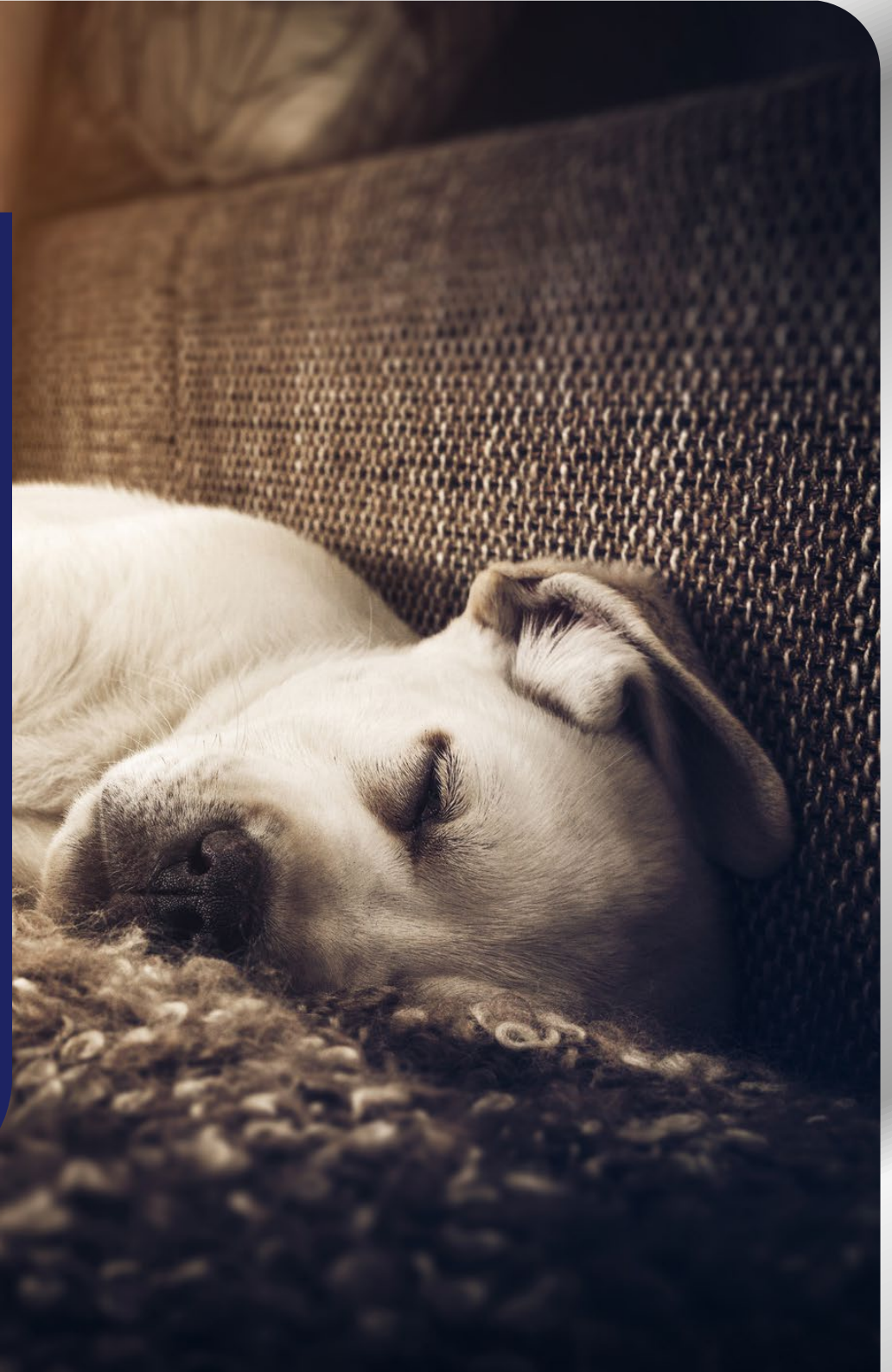


## Slumber time

**For healthy brain development, young puppies aged between 8 to 12 weeks need to sleep for around 18 to 20 hours a day.**

Consider where your puppy will sleep, and what sort of bedding they will sleep on. You'll want something warm, comfortable and cosy. A washable cover is a handy addition. Choose a quiet place, free from distractions so your puppy has a spot where they will feel safe and secure and can rest peacefully.

You might like to use a crate for your puppy which will also assist with toilet training. Information on how to crate train your puppy can be found in the Training section.



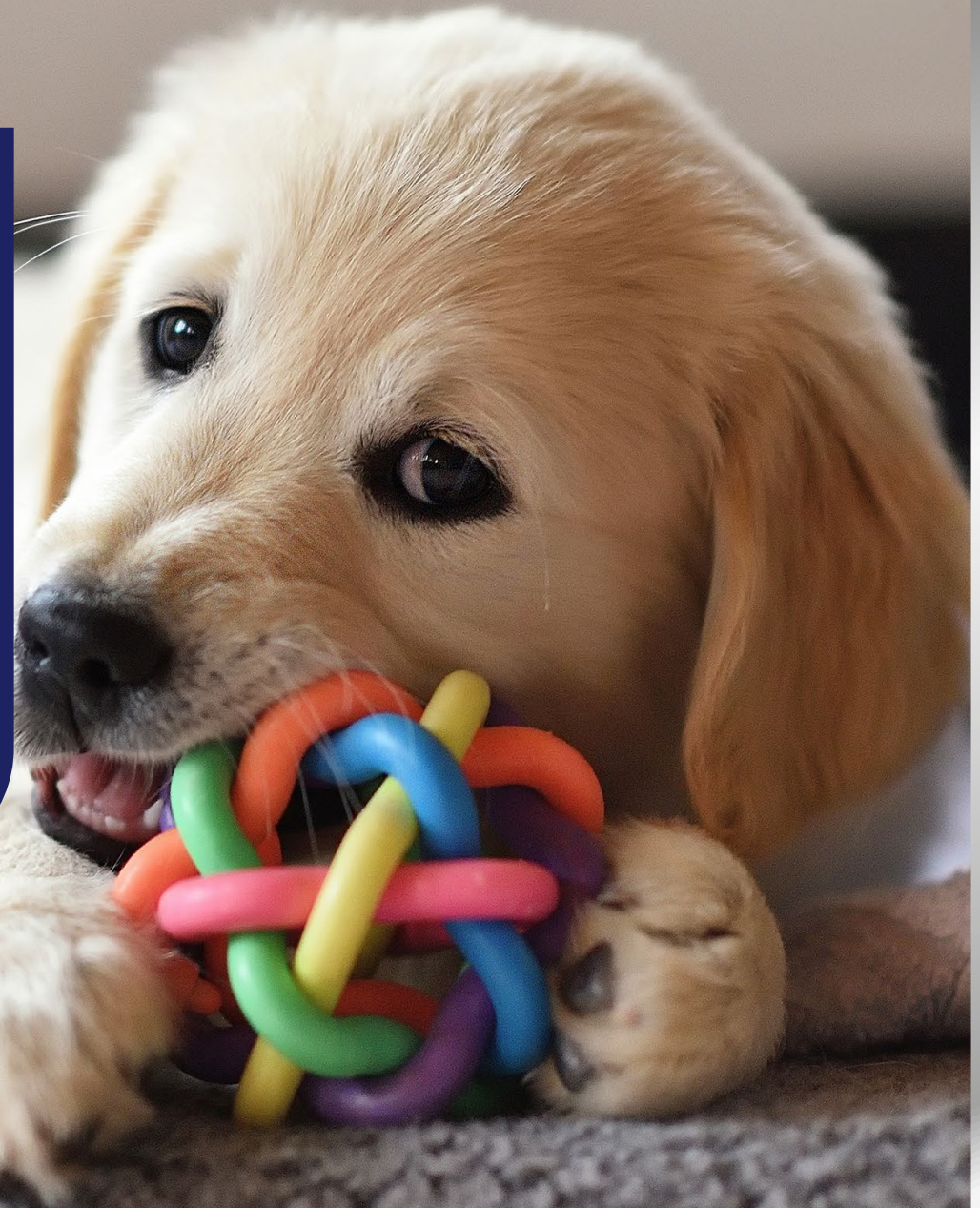




## Puppy toys

**Puppies love to chew, particularly when they are teething so look for quality rubber toys that are safe.**

Small breed puppies will require a smaller size toy, while larger puppies will need a larger size. Be sure to regularly inspect toys for any signs of wear and to ensure they are still safe for play. Replace toys that are damaged.







## Collar & leash

**A collar should be introduced as soon as possible and choosing the right size is important. The collar should fit so that two fingers easily fit underneath it. The collar is likely to need replacing as the puppy grows.**

Have your puppy get used to wearing a collar and the feel of a leash, both inside and outside the home. Take things slowly, and provide lots of positive reinforcement through treats and praise, so that these items equate to happy times for your puppy. They'll soon get the hang of things! For more information on leash training, see the Training section.

Watch this video for more great tips on collars and harnesses







## Grooming items

**Depending on your puppy's coat type and length, choose a suitable brush or comb.**

Grooming your puppy is a great way for them to get used to being handled. Start slowly and be sure to pair grooming with treats and praise, to ensure this is a positive experience for your puppy.







## Choosing a veterinarian

**Throughout life, a dog will need regular veterinary care and attention.**

Now is a good time to choose your veterinarian and book in a health check for your new puppy. At this visit, you can discuss an appropriate healthcare routine for your puppy.





# Bringing your new puppy home

Finally the day has arrived and your new puppy is coming to join your family! You've prepared the home environment – both inside and out, and you've stocked up on all the essential puppy items you will need. Let's take a look at collecting your puppy and bringing them home.





## Paperwork

**Your puppy is likely to have had an initial veterinary check and first vaccination. All puppies are required to have been microchipped before sale.**

Discuss with your breeder or adoption centre about all the paperwork you will need such as microchip and vaccination/worming records, so that is ready when you collect your puppy. If your puppy is a purebred, your breeder should supply papers (copy of pedigree). You should take the vaccination record with you when your puppy visits the veterinarian for the first time.

Microchips work in a similar way to a barcode, and allow the dog to be traced back to the owner through a central registry. You will need to make sure that your details are registered with the relevant microchip database. A collar with an identifying name, phone number and registration details will also help trace a lost puppy back home.

If a puppy is lost, the owner should contact their local pound, council, RSPCA and veterinary clinics, as lost or injured pets are often brought to these centres.

Watch this video for more great tips on puppy identification





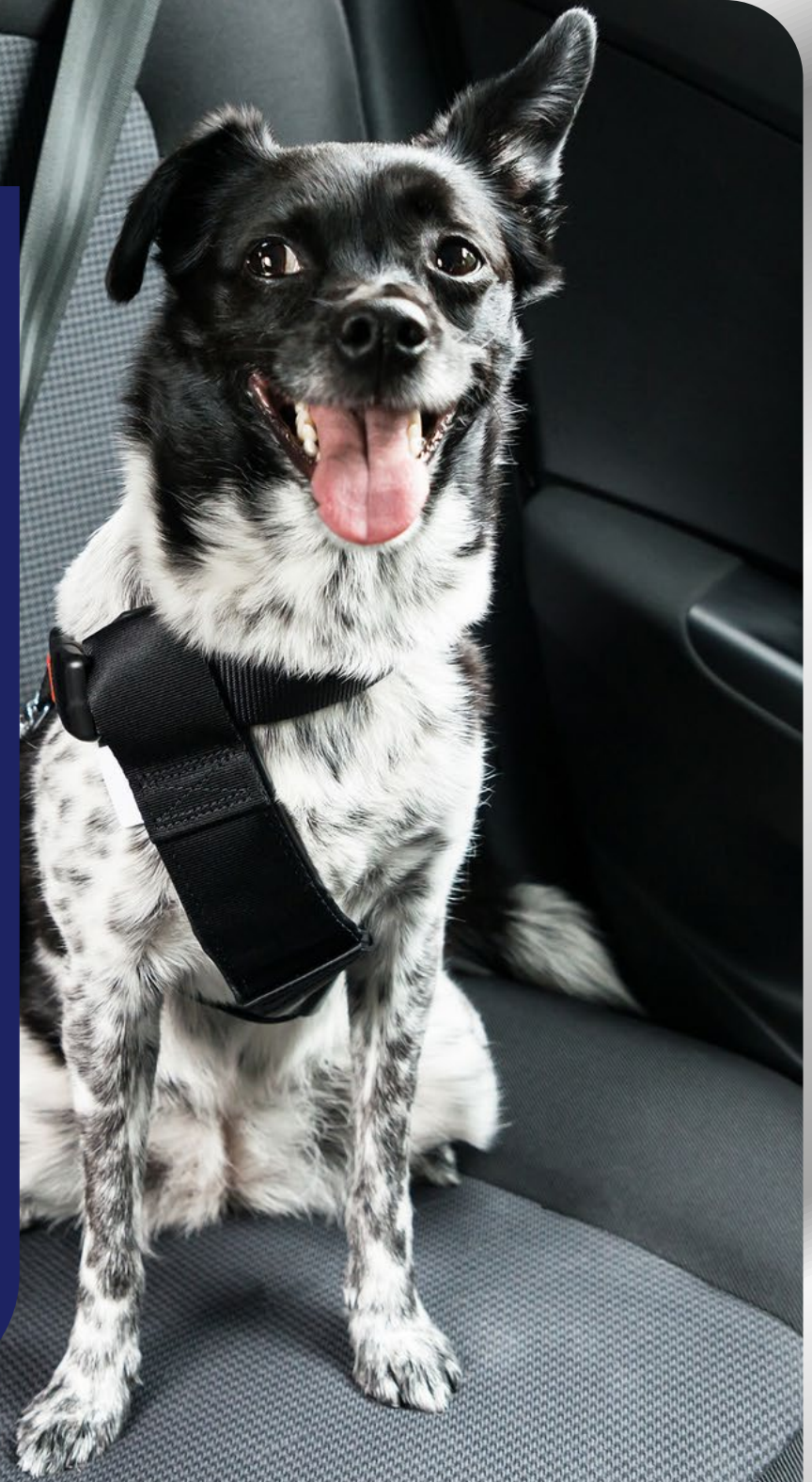
## Car safety

**Prepare your car with towels, a suitable sized crate for the puppy to travel in and remember to pack water. Your puppy needs to be restrained for their safety as well as to avoid distracting the driver.**

Ensure the car trip is as relaxed as possible and avoid feeding your puppy at least a couple of hours prior to travel to reduce the likelihood of your puppy feeling nauseous. It is common for a puppy to whine or cry during the journey, so offer plenty of reassurance. If the trip is long, be sure to plan for toilet stops.

As your puppy gets larger, you may need a larger sized crate or a harness that attaches to a seat belt. It is advisable to keep your puppy in the back of the car, or in the rear of a station wagon. Avoid putting your puppy on the tray of a ute.

Watch this video for more great tips on car safety







## Meeting the family

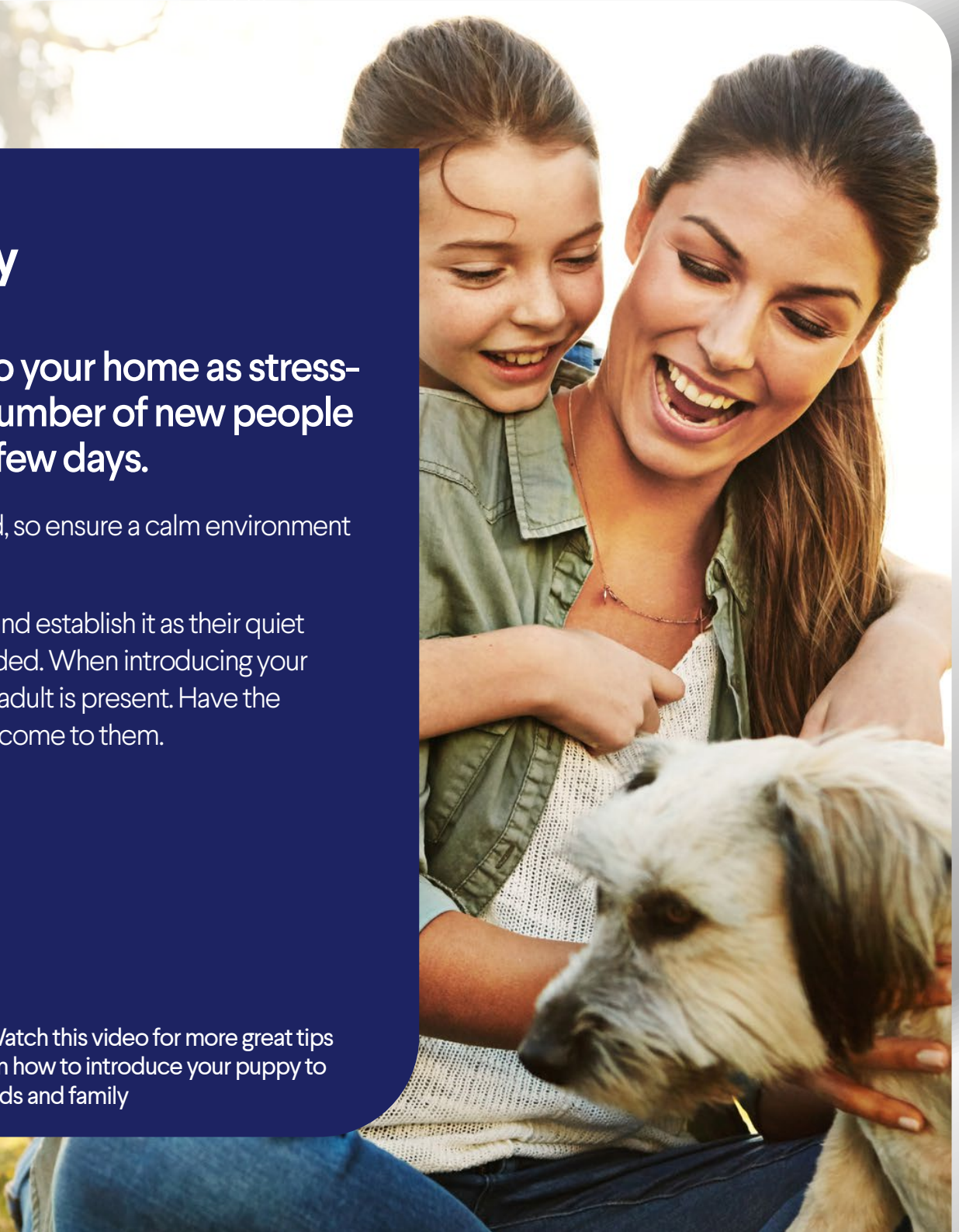
**To keep the initial introduction to your home as stress-free as possible, try to limit the number of new people your puppy will meet in the first few days.**

It's easy for a young puppy to feel overwhelmed, so ensure a calm environment and allow your puppy some time to adjust.

Show your puppy where their sleeping spot is, and establish it as their quiet refuge – a place to escape the world when needed. When introducing your puppy to children, always ensure a responsible adult is present. Have the children seated quietly, and allow the puppy to come to them.

Discuss with children the need to be quiet and calm when interacting with the puppy. Make sure that interactions between children and pets are always supervised. To ensure a positive association with children, give treats to the puppy while they interact with them.

Watch this video for more great tips on how to introduce your puppy to kids and family







## The first night

It is likely that for your puppy, the first night at your home is their first night away from their mother and littermates. Your puppy's crate provides a safe and secure space for them to bed down, while preventing them from roaming the house at night.

Just prior to bed time, play with your puppy so that they become tired. Avoid your puppy taking a nap close to bed time.

Prior to bedtime, take your puppy to their designated toilet area and wait until they've toileted. Praise and reward calmly for a job well done, then take them to their sleeping spot.







## Exploring the home

**Your new puppy will be curious about their new home and be keen to start to explore. Ensure this is well supervised, and limit your puppy to the areas of your home where you spend the most time.**

This provides the opportunity to reinforce desirable behaviour and prevents the puppy toileting inappropriately inside and/or chewing items they shouldn't.



# Introducing your puppy

If you could ask an adult dog about puppies, they would probably say they have really poor social skills and lots to learn! If your home already has some furry residents, they may need time to adjust to life with a new puppy.





# Introducing your puppy

## Introducing your puppy to older dogs

Adult dogs often welcome a new puppy, but there can be tensions. A resident dog can be protective of their home territory and resources within it, so it's a good idea to schedule the initial meeting on neutral ground, rather than at home. Have both dogs on a leash and under control. When they show that they're interested in meeting, allow them to sniff and get to know each other. If all goes well, they can meet again at home. If you have more than one dog, the new puppy should meet one resident dog at a time. Be mindful to keep initial interactions reasonably brief so that the older dog gets a break from the puppy. The new puppy hasn't yet developed their social skills and this can be quite trying for older dogs.

Older dogs will let your puppy know what the rules are, and can help teach the puppy the social skills it needs to learn. Don't punish your older dog for growling. Puppies are just starting to learn about communication skills and they often don't read the more subtle signals that older dogs display. Growls are a method of communication and can help teach the puppy when older dogs no longer want to interact. Puppies need to learn to read such signals.

Supervision is critical. Be sure to keep a watchful eye on the interactions, and take action if body language and communication indicate it is required.

Ensure each pet has the opportunity to seek refuge to get some quiet time away from one another. You might like to use a crate, play pen or separate pets via a gate. It is helpful to ensure each pet can rest without disturbance and this also teaches each individual to be comfortable on their own.





# Introducing your puppy

## Introducing your puppy to a cat

While puppies tend to like the sight of a cat, unfortunately the reverse can not often be said. Have a think about how your cat has reacted to dogs in the past, to help you plan. Supervise all interaction between the puppy and the cat for the first month or so, to avoid any harm. Ensure your cat has an escape route and access to a safe spot to take refuge. This might mean a resting spot high up where they can be out of the puppy's reach. This will help keep the cat calm as they know they can exit whenever they desire. Train the puppy to be relaxed around the cat, and to pay attention to you when the cat is nearby. You want to avoid any situations where one chases the other.

With time, patience and positive reinforcement most pets will learn how to co-habit peacefully. Some even turn out to be the best of friends.





# Key puppy milestones

Puppies go through various stages of development on their way to adulthood. Like all proud parents, you'll want to check off these milestones.




# Key puppy milestones

## BIRTH TO 2 WEEKS:

- A puppy is unable to walk, hear or see after birth.
- Majority of a puppy's time is spent eating and sleeping.
- Rely on mother and littermates for body heat.
- Nutrition is via their mother's milk until they are around 3-4 weeks old.



## 2 TO 3 WEEKS:

- A time of significant change for a puppy.
- Puppy's eyes begin to respond to light and movement.
- Ear canals open.
- Puppies start to walk and stand.
- Growling, tail wagging and play fighting begin to develop.
- Milk teeth begin to erupt.



## 4 TO 8 WEEKS:

- Puppies socialise and play.
- Puppies become curious and will readily approach new situations with interest.
- Visits to the vet begin for a health check, vaccination, worming and microchipping.
- From 8 weeks, a puppy can move to their new home.
- This period is particularly influential in the development of a stable temperament in the adult dog, so adequate socialisation is imperative.



## 9 TO 12 WEEKS:

- Remember to schedule further vaccinations.
- Puppies are in a rapid learning phase and start to respond to commands.
- Puppy school can start, continued socialisation is critical.





# Key puppy milestones

## 4 TO 6 MONTHS:

- Continue a regular training and socialisation program.
- Check with your vet what further vaccinations are required.
- From 4 months, adult teeth start to erupt and baby teeth are lost so keep up the chew toys.
- By 5 months, your puppy's house training should be well established, and they can hold on longer between toilet stops.
- At 5-6 months, talk to your vet about desexing.



## 7 TO 11 MONTHS:

- Ensure your puppy has plenty of chew toys for healthy teeth and gums and to prevent backyard boredom.
- Continue a regular training and socialisation program.



## 12 MONTHS AND BEYOND:

- Depending on your puppy's breed size, a transition to adult food may be just around the corner:
- Toy/Small breeds (<10kg) can start adult food at 12 months of age.
- Medium breeds (11-24kg) can start adult food at 15 months of age.
- Large and giant breeds (>25kg) can start adult food between 18-21 months of age.





# Photo gallery



# TRAINING





# Crate training

**By nature, dogs like cosy, enclosed spaces to rest in, especially if they are feeling unsure about things. A crate provides this safe refuge for a puppy, who can seek it out when they need to take some time out.**

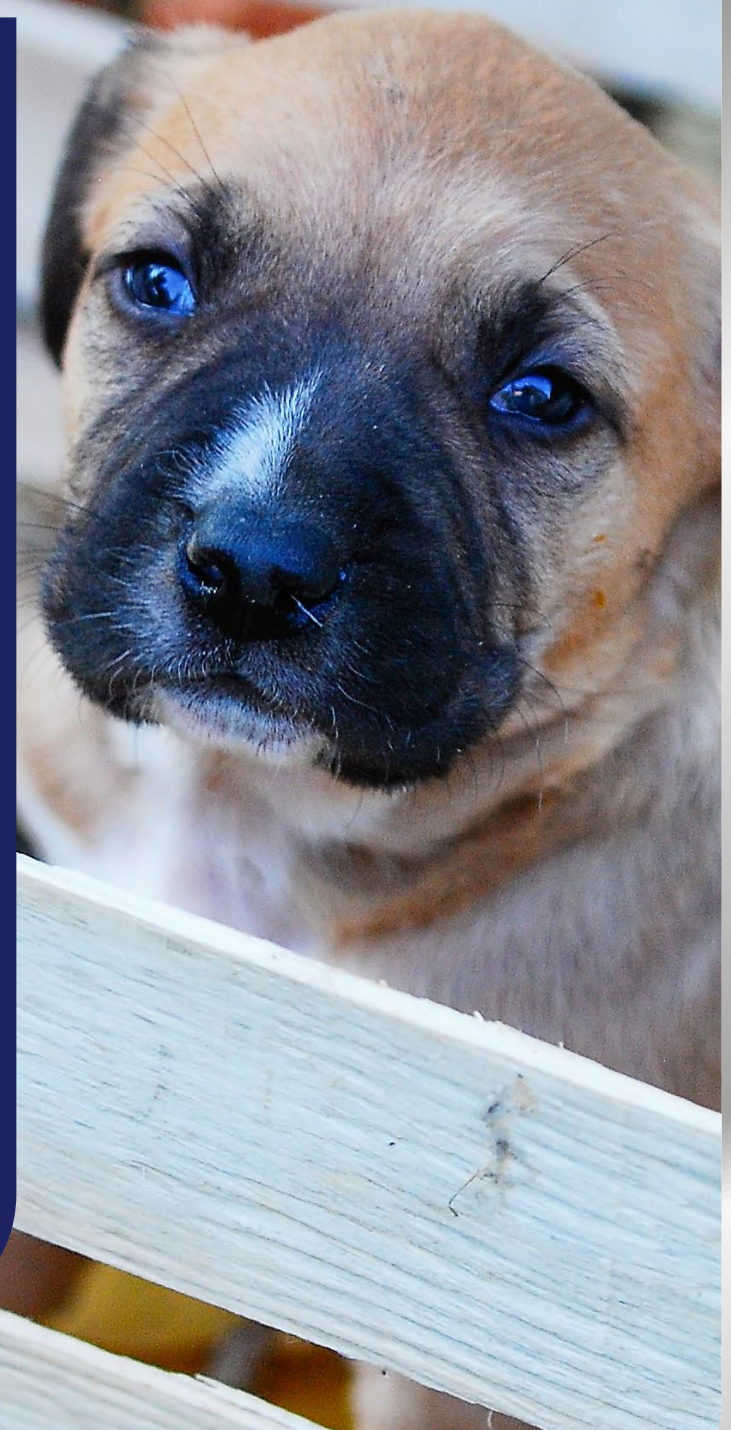
A crate is also a great way of teaching your puppy the boundaries of the house while keeping them safe and secure. Crates can be made of various materials such as plastic or collapsible fabric or wire. A crate should be big enough so that your dog can stand up, turn around and lie down.

Initially, your puppy may need to be 'crate trained' and this should always be done in a positive way and at a pace that suits the puppy. Ensure that the crate looks inviting and let your puppy go over and investigate it. Use food rewards around the entrance of the crate, as well as place a few inside. Also offer them verbal praise to encourage them to view the crate as a great place to spend time. Don't close the crate just yet, let the puppy enter and leave the crate as they would like.

With practice, your puppy will become more comfortable spending time in their crate and you can close the door. If your puppy whines, ignore this behaviour and let them out as soon as they are quiet. Slowly build up the amount of time your puppy uses their crate.

When they are happy spending some time in the crate, you can start to use it at night. Provide your puppy with chew toys to help them self-settle in the crate. Remember that young puppies will need regular toilet breaks at least every 4 hours. This should be done in a quiet and calm manner, so as not to signal to the puppy this is play time. Once the puppy has relieved themselves, place them back in the crate to settle.

With some practice and patience, your puppy will come to view their crate as a wonderful place. They now have a safe place to go when they need a rest or some time out. A crate can come in handy for other reasons such as if your pet needs to be confined such as after surgery and makes a great portable home, which helps a pet feel settled if you go on holiday together.





# Crate training



## Step 1:

### LOOKING INTO CRATE

Ensure that the crate looks inviting and let your puppy go over and investigate it.



## Step 2:

### TREATS

Use food rewards around the entrance of the crate, as well as place a few inside. Also offer verbal praise to encourage your puppy to view the crate as a great place to spend time.



## Step 3:

### DOOR OPEN

Don't close the crate just yet, let the puppy enter and leave the crate as they would like.



## Step 4:

### DOOR CLOSED

With practice, your puppy will become more comfortable spending time in their crate and you can close the door. If your puppy whines, ignore this behaviour and let them out as soon as they are quiet. Slowly build up the amount of time your puppy uses their crate.



# Toilet training

Most puppies learn to toilet outdoors quite easily, while for others the process can be more difficult, but generally this is a result of inconsistency in training and/or lack of supervision. Puppies that have been reared in unclean or cramped environments often do not learn to distinguish straight away between sleeping and toileting areas when they move to their new home. These puppies will need careful supervision and an extra dose of patience on your behalf during toilet training.

It is preferable when toilet training your puppy, to not allow mistakes to be made in the first place. This means taking your puppy outside to the same spot first thing in the morning, after every meal and nap and whenever the puppy has had a period of excitement or play. Look for signs that your puppy needs to go to the toilet such as sniffing, walking away or in circles, scratching at the floor, waiting by the door or being restless. Young puppies will need to be taken outdoors to toilet at least every 4 hours during the night so set your alarm for the next few weeks!

- Praise and reward your puppy every time they toilet outside. If you catch your puppy in the process of toileting, calmly pick them up and carry them outside.
- Never ever punish your puppy for toileting inside. This will only confuse the puppy and delay the process of toilet training.
- Teach your puppy that it is possible to go to the toilet outside when it is raining or the grass is wet!
- If you need to leave your puppy alone while you are at work, confine them to an area such as the laundry or kitchen. Provide some comfortable bedding, fresh water and a range of chew toys. Create a toileting area away from the puppy's bed using either newspaper, commercial pee pads or a litter tray containing turf.



Watch this video for more great tips on how to toilet train your puppy



# Socialisation

Dogs that are under socialised may become shy, fearful and sometimes even aggressive. They may not develop the appropriate canine body language necessary to interact well with other dogs or know how to behave appropriately around people. In contrast, puppies that have been well socialised generally grow into happy, confident dogs.

Socialising your dog involves introducing them to a whole range of new experiences including meeting different types of people, dogs, other animals, places, smells and noises. Dogs should be introduced to new situations gently and be rewarded for calm behaviour.

**Establish acceptable behaviours through positive reinforcement and ensure new experiences are positive so that your puppy enjoys socialising.**

## Puppy School

Puppy School training classes are a great way to start socialising and training your puppy. Here you can get good advice on basic training, puppies can meet a wide range of other puppies of all shapes and sizes, as well as different people. Puppy classes should be well structured and organised and not just be a free play session for puppies as this can frighten young or less confident puppies.

In addition, class sizes should be limited to no more than 10 puppies. Veterinarians can often recommend where to find good puppy classes, and a local veterinary clinic may well run one.



## Dont forget!

Now is the time to book your spot at Puppy School before your puppy arrives!

Watch this video for more information on Puppy School



# Socialisation with other animals

**It is very important that you select the dogs that you allow your puppy to interact with and supervise play sessions making sure all dogs involved are behaving appropriately. It is better to allow your puppy to meet 5 well-behaved puppies at Puppy School than twenty dogs in a park at random. As your puppy's guardian you must supervise these play sessions and make sure there is no bullying occurring either by your puppy or to them. If either situation is occurring simply end the play session and try again another day.**

Take care when introducing your dog to other dogs while on the leash. Often people allow their dogs to jump all over another dog while they stand there chatting. The best way to introduce dogs on leash is to allow them to approach side on, have a quick sniff and step back for a moment. Reward your dog for this brief but friendly interaction and have them sit or wait patiently beside you.

## Socialising your puppy to new surroundings

When introducing your puppy to new surroundings pay attention to your dog's composure and body language. If they are holding their ears back, have their tail down and are trying to make themselves appear smaller, they are telling you that they are afraid. Other more subtle signs may include yawning, lifting their front paw, turning away, showing the whites of their eyes and shaking their body off (like they are wet). When you notice these behaviours, remove your puppy from the situation and encourage them gently with a happy tone to your voice and reward them with some food treats as their confidence increases. Encourage your puppy to investigate new surroundings when they are feeling more confident.

Watch this video for more information  
on socialising your puppy





# Socialisation check-list

Below are some typical situations in which puppies should be socialised

## ENVIRONMENT

- Friend's house
- Shopping centre
- Drive in the car
- Park
- Busy road
- Train, tram, bus
- Party
- Outside a school
- Slippery floor
- Elevator
- Veterinary clinic
- Grooming parlour
- Boarding kennels
- Bicycles
- Motorbikes
- Skateboard
- Pram
- Steps (including open stairs)
- Beach
- Lake, forest

## PEOPLE

- Babies, toddlers and youths
- People of different appearance/size
- Outside a school
- Disabled people
- Loud people
- Timid people
- Delivery people
- Joggers
- People wearing uniforms
- People wearing hats
- People with beards
- People wearing glasses
- People wearing crash helmets
- People wearing backpacks

## OTHER ANIMALS

- Dogs - adult and puppies
- Cats
- Livestock
- Horses
- Birds



# Positive reward-based training

**This gentle method of training is effective with all breeds of dogs. Punishing your puppy with harsh reprimands if they misbehave is not necessary.**

## Reward

A reward is anything that motivates your dog.

For early puppy training, food treats are generally the most motivating and convenient reward. However, as the desired behaviour is learned, the use of food treats as rewards should be phased out and replaced with praise and patting, life rewards and event toys. Remember that food treats should not make up more than 10% of your puppy's daily food intake and chocolate should not be used as a treat for your dog. You can also use a portion of your puppy's main meal dry kibble for training.

## Gentle Handling

At this stage of a puppy's physical development, their skin is quite flexible and baggy. It is a perfect time to start conditioning your puppy to gentle handling. Teaching your puppy to be calm and confident while being handled will lead to a more manageable adult dog. Practice gently handling your puppy and begin to look at their eyes, in their ears, open their mouth and gently feel each of their paws. All this should be done very calmly, giving plenty of praise and treats as you handle them. This should get the puppy used to the way a veterinarian might examine them.

Watch this video for more tips on handling your puppy





# Walking on the leash

**It is important for puppies to learn to walk on the leash without pulling so that both the puppy and the owner enjoy walks. There are many types of leashes available. A puppy should wear a flat collar or walking harness.**

Many puppies are sensitive to having a leash attached. Practice attaching a light leash to your puppy's collar and encourage them to walk around the room. Initially, allow them to drag it around. Next, pick up the end of the leash and encourage the puppy toward you.

As your puppy moves forward, praise and reward them. If your puppy sits and refuses to move, change direction and call your puppy towards you with an enthusiastic tone of voice.

A puppy should learn that pulling on the lead results in stopping rather than going forward. Owners should attach a lead to the collar and then encourage their puppy to stand near their side. The owner should then attract the puppy's attention by saying their name and start walking forward. When the puppy is walking by the owner's side without pulling they should be praised. If the puppy pulls on the lead, the owner should stop so that the puppy cannot continue forward. They should then encourage the puppy back to their side and begin moving forward again.

It can help to lure the puppy into position with a treat or a toy. Special harnesses and halters are available which can help prevent large or strong puppies from pulling on the lead. These may be useful but should not be used as a substitute for training a puppy to walk without pulling.





# Command training

## 'Sit' Command

Hold a food treat in your hand and place your hand in front of your puppy's nose. Gradually move your hand upwards. Your puppy will follow the food treat causing their head to move upwards and their backside to move towards the floor. Just before your puppy's rear touches the floor, say 'sit'. At the moment their rear touches the floor, praise and reward. Repeat over several training sessions.

The next step is to fade out the food lure. Say 'sit' and use the same hand signal as in step one but do not have food in your hand. When your puppy sits, then you can praise and reward with a treat.

## 'Watch' Command

Teaching a puppy to look at their owner on cue is useful in gaining and holding the attention of your puppy. Place a food treat near the puppy's nose and slowly bring the treat towards your eyes saying the command 'watch'. As the puppy looks towards you, praise and reward. Repeat this several times until the puppy is fluently following the food lure. Now place the food treat on a chair out of reach of your puppy. Move your hand towards your eyes while saying 'watch'. As your puppy looks towards you, praise and reward with the food treat.

## 'Stay' Command

Begin with your puppy sitting in front of you. Say 'stay' and wait 2-3 seconds. If the puppy does not move, praise and reward. If the puppy moves, simply turn away and do not offer a reward. Now ask your puppy to 'stay' and take one small step sideways. If your puppy remains still, offer praise and reward. Gradually increase the distance you move away from your puppy.



# Command training

## 'Give' Command

It is useful to teach puppies to give up all sorts of things such as toys, food and shoes on cue. To teach 'give', firstly encourage your puppy to tug on a toy. While your puppy is tugging, place a food treat near their nose and say 'give'. When they release the toy and you have it in your hand, offer praise and reward your puppy with the food treat. Now show your puppy the toy and ask them to 'sit'. When they sit, praise and continue the game.

## 'Drop' Command

Start with your puppy in a sit position and using a reward, gently lure your puppy's nose towards the ground. As elbows touch the ground, say 'drop' and praise and reward. Some puppies may find it easier to be lured under the owner's knee or a small table. Refrain from pushing your puppy's back or shoulders.

## 'Come' Command

Show your puppy that you have their favourite treat or toy. Call your puppy's name followed by the word 'come' in an enthusiastic tone. Step backwards. As your puppy comes towards you, praise and reward. If there are others in the household, practice calling the puppy between you. Never ever call your puppy to you and punish them. This will make them less likely to come to you the next time you call.

Watch this video for more great tips on training your puppy



## Spending time alone

**You should begin by leaving your puppy alone in a room for a couple of minutes and gradually increase the amount of time. The time alone should be a positive thing, so providing suitable play toys in your absence will help to keep your puppy occupied.**

Start leaving the house for short periods and gradually increase the amount of time your puppy is left. The length of time alone should be varied so your puppy learns that you leaving doesn't always mean you will be gone for a long time. When leaving, it is important not to make lots of fuss saying goodbye; it is better to simply leave as if nothing is happening. On returning, it can help to ignore your puppy for a few minutes so they are not rewarded for any over-excitable behaviour.

If your puppy has had an accident and messed in the house you should simply clean it up as if nothing has happened. It may also help to leave a radio on whilst out, so there is some background distractions and so the home is not so quiet. This will also drown out any noises coming from outside that your puppy may react to.



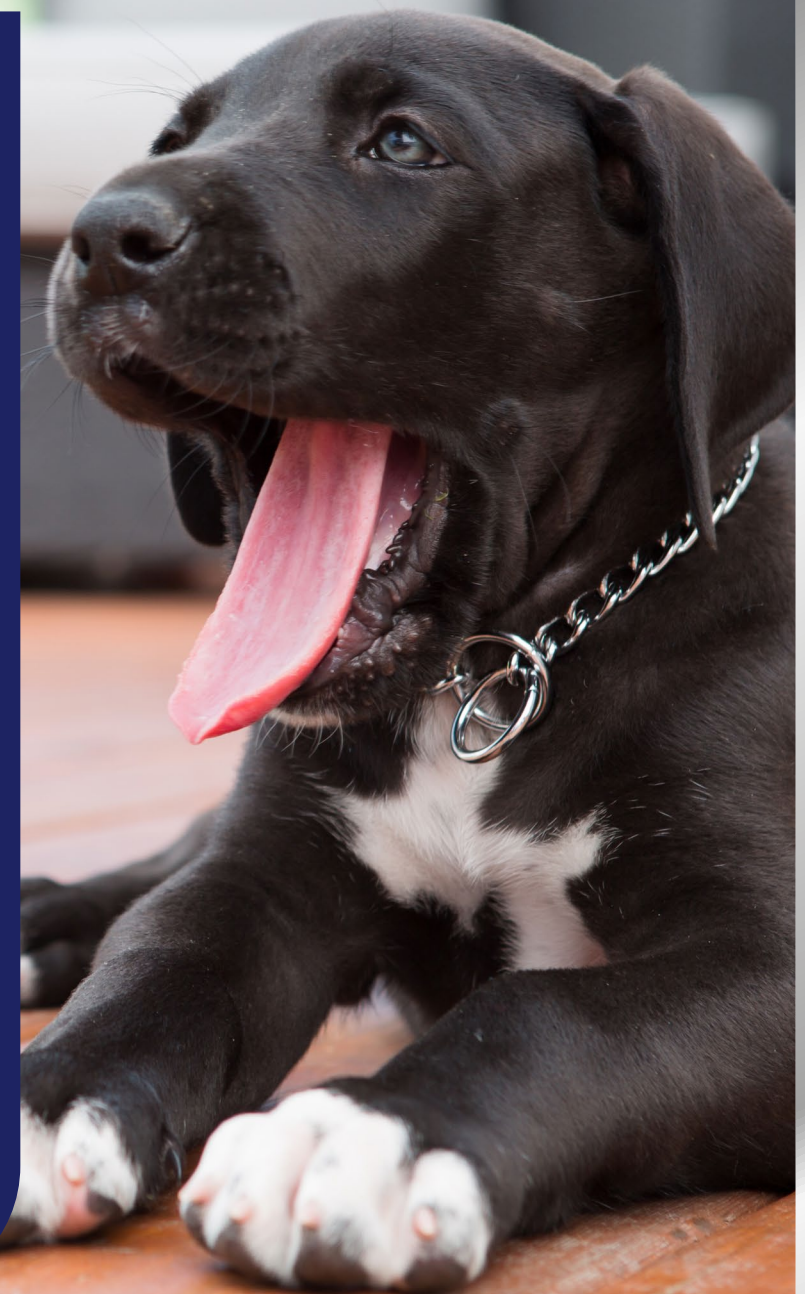
Watch this video for more tips to help your puppy when they spend time alone



# Preventing backyard boredom

**Dogs are intelligent creatures and therefore require mental stimulation. Left alone in the yard with nothing to do, a dog will create their own entertainment. This could include such behaviours as barking at birds and clouds, running in circles, pulling clothes off the line or digging holes in the garden. In extreme cases, some dogs will even resort to self mutilation.**

- Make their environment interesting by rotating their toys daily (Yes, every day!) Start with a collection of 30 toys. This could include items such as 'Kong' toys, treat balls, stuffed toys, chew toys, plastic bottles (with the lid and ring removed) and plastic ice cream containers. Scatter 10 toys around the yard on day 1. At the end of the day pick up every toy. The following day, put out 10 more toys. Using this rotation, your pup will see the same toys every 3 days. This means the toys will remain interesting to them.
- Rather than feeding your dog from a bowl, scatter their dry kibble around the backyard. It will take them ages to sniff out every piece.
- Stuff a 'Kong' toy with yummy treats. In summer you can freeze the stuffed 'Kong' and make a 'Kongsicle' for your dog to enjoy.
- Put some kibble in a treat ball or 'Buster Cube'. Your dog will need to use their brain to work out how to get those treats.
- Freeze canned food and serve it on hot days as part of your feeding regime.
- Provide your dog with a raw bone and smoked pigs ears a couple of times each week to chew on.
- Create a sandpit and hide toys in it.
- Employ a dog walker.





# NUTRITION





# What do puppies need?

**A puppy's diet has to supply all of the energy and nutrients they require for healthy growth and development.**

**Puppies require the right balance of energy, proteins, fats, vitamins and minerals with certain nutrients particularly important during growth. If intake of a nutrient is below the minimum requirement, then health may deteriorate due to deficiency. If intake is above the maximum requirement, then health may be compromised due to excess.**

A nutritionally complete and balanced diet specifically formulated for puppies provides peace of mind and should be fed until adulthood. This may be provided by feeding either a wet or dry format or a mixture of the two.

Water is also an essential nutrient and all puppies should be given access to fresh drinking water in a suitable container appropriate for their size.





# Feeding your puppy

**Your puppy's food requirements vary depending on a number of factors including breed, sex, age and activity level. ADVANCE™ on-pack feeding guides should be used as guides only. The actual feeding amounts should be based on your puppy's body condition, weight and level of activity.**

## How often to feed my puppy?

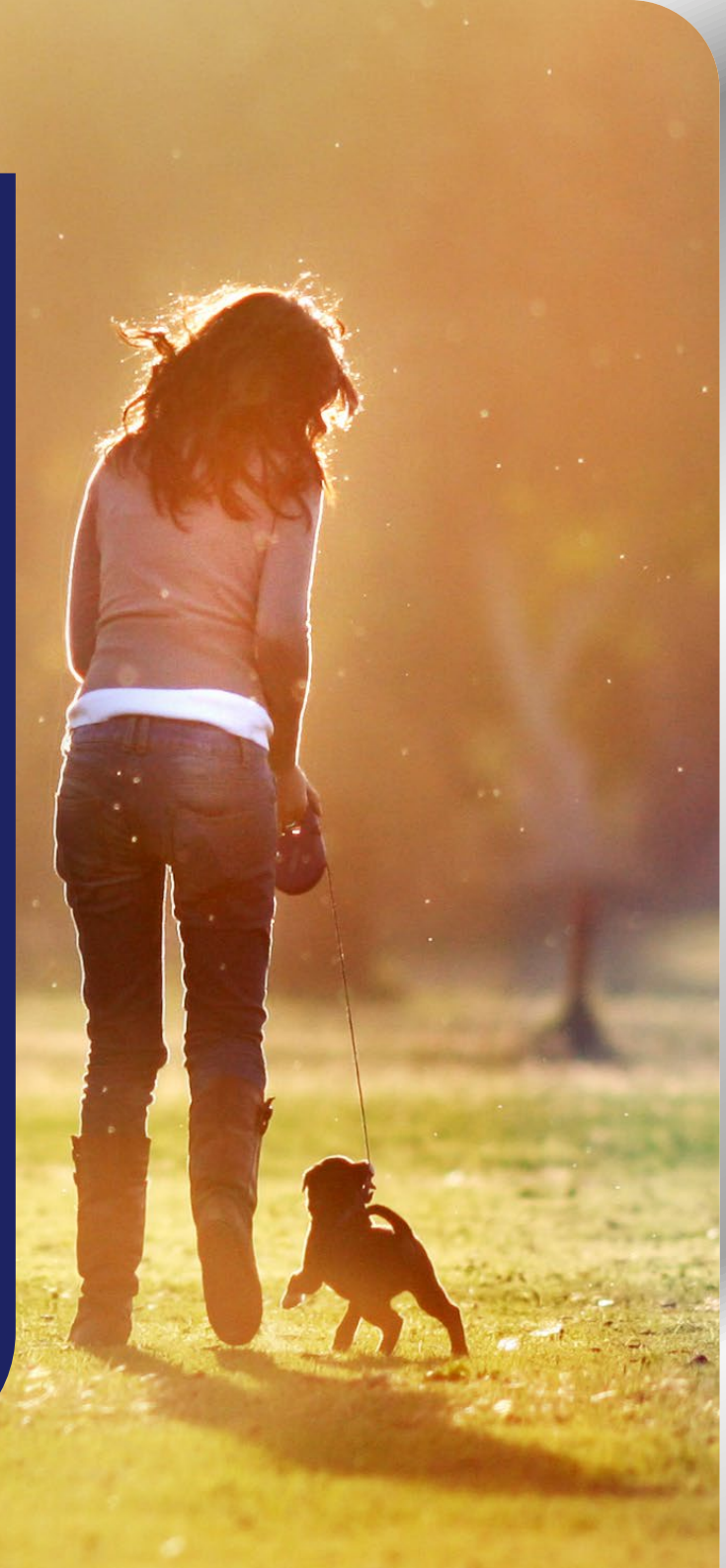
In general, younger puppies should be fed smaller meals more frequently. This is to help allow them to take in enough food for growth. Their stomach capacity is small, therefore they require frequent meals.

Over time, the number of meals can be gradually reduced so that by the time your puppy reaches adulthood, they will be on one or two meals per day.

Keep mealtimes regular and always ensure that your pet has free access to a supply of fresh, clean drinking water.

## Should I feed my puppy a home made diet?

It can be tempting to feed a pet a diet made up of human foods and table scraps. However it is a challenge to create a home made diet that is complete and balanced, especially in the long term. Home made diets tend to be low in calcium and iron, as well as some vitamins such as thiamine. If your puppy's diet is lacking in essential nutrients or does not contain them in the correct proportions, this could result in serious nutritional deficiencies. This can lead to poor growth and have a lasting effect on your puppy's long term health. Some human food ingredients can be toxic to pets. Examples include chocolate, grapes, raisins and onions.



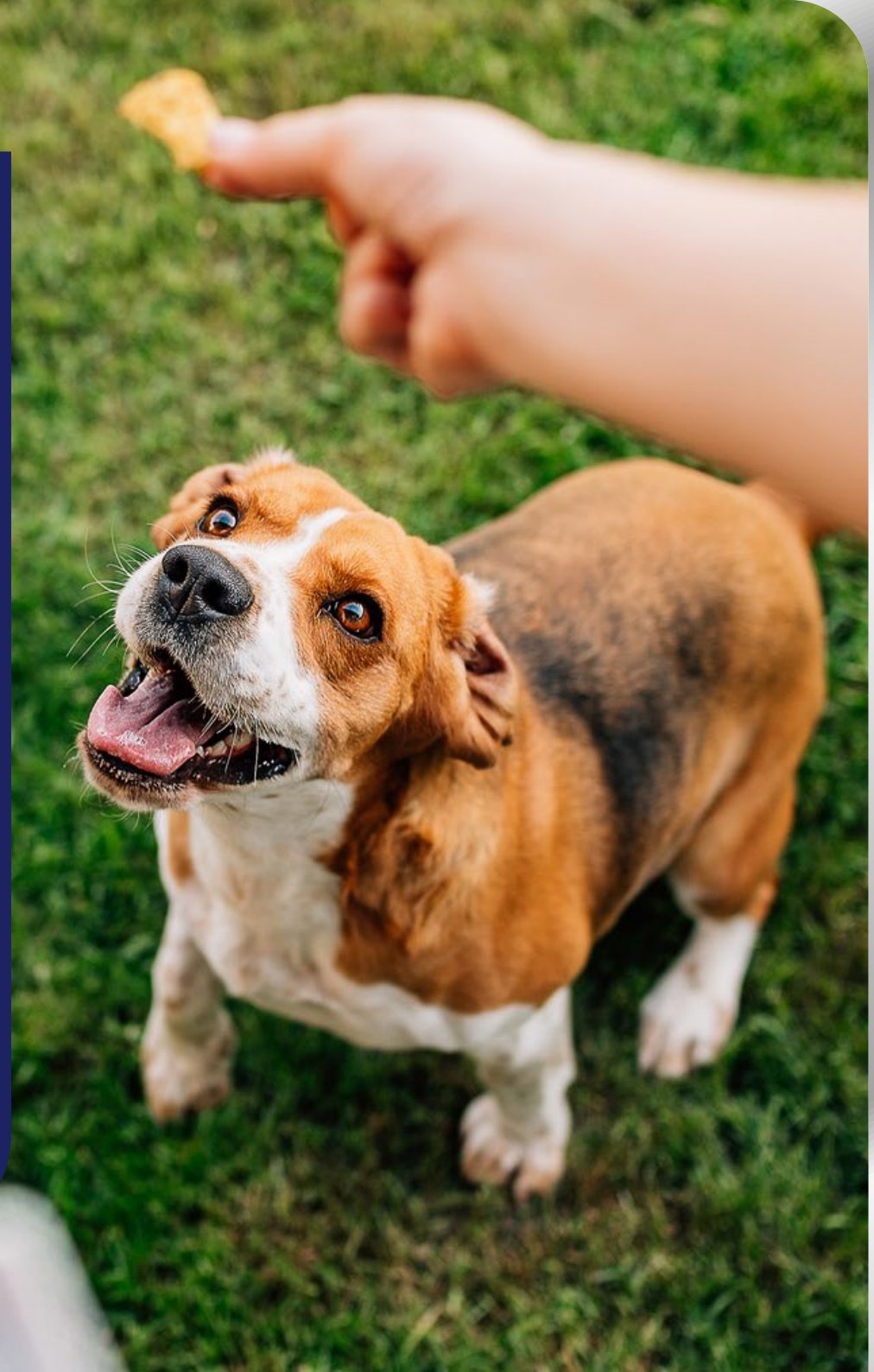


# Why feed ADVANCE™?

Using the best of global science, local knowledge and consumer insights, ADVANCE™ uses only quality ingredients to produce one of Australia's highest quality controlled super premium pet foods.

ADVANCE™ is a super premium pet food which boasts a myriad of benefits:

- High quality ingredients.
- High digestibility for less backyard waste.
- Cutting edge nutritional innovation.
- Product consistency.
- No artificial colours or flavours.
- Complete range to cover life-stage, lifestyle, breed groups and specific needs diets.
- Higher energy density meaning less food is fed.





# ADVANCE™ is scientifically formulated to help improve dog health

All ADVANCE™ Puppy Dry formulas contain:



## Natural Colostrum

Helps defend against digestive upsets



## Omega 3 DHA and Choline

To support healthy vision and brain development, to encourage a puppy's learning.



## Antioxidant Vitamin E

Clinically proven to increase antioxidant level. Helps provide a natural defence for your dog.



## Omega 3 and 6 Plus Zinc

To maintain a healthy skin and coat with reduced coat scale.



## Fermentable Prebiotic Fibre

To support digestion and a healthy gut microbiome.

Every ingredient in ADVANCE™ serves a purpose to deliver the superior nutrition your puppy needs.





# Made in our own facilities

**ADVANCE™ products are made by Mars Petcare with over 50 years of manufacturing experience in Australia.**

All ADVANCE™ products are made in our own facilities which means that we control the entire production process from start to finish.

## Highest manufacturing standards

Our facilities are audited and fully compliant with FSSC 22000 – Food Safety System Certification 22000 and AS-5812, Australian Standard – Manufacturing and Marketing of Pet Food.

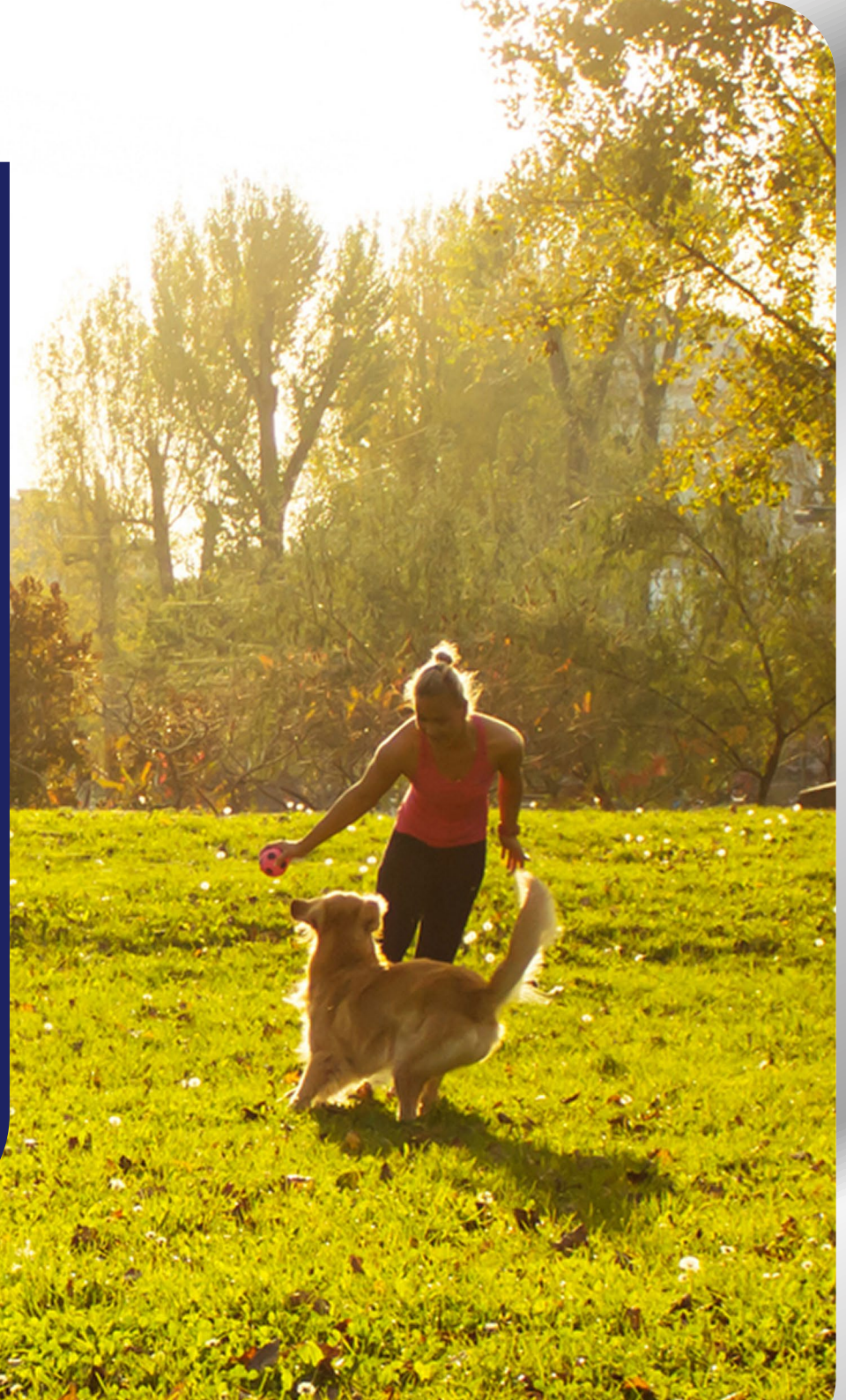
ADVANCE™ products are one of the most tested super premium pet foods in Australia, one of the reasons why it is the food of choice for top breeders and professional dog groups.

## Your guarantee of quality

ADVANCE™ recipes all deliver guaranteed palatability and contain no artificial colours and flavours. As additional proof of our confidence in the performance of our products, all of the ADVANCE™ range is backed by a 100% money-back guarantee.

## Sustainability

Ingredients in ADVANCE™ dry food are sourced from local producers whenever possible. ADVANCE™ was the first pet food company to join the REDcycle™ soft plastics recycling program. ADVANCE™ is 100% committed to renewable electricity.





# ADVANCE™ Puppy Food Range

Choose the right dry puppy food based on the expected adult breed size of your puppy:

SMALL BREED  
Up to 10kg



ADVANCE™ Puppy Rehydratable Small Breed - Chicken with Rice

MEDIUM BREED  
10kg - 25kg



ADVANCE™ Puppy Medium Breed - Chicken with Rice

LARGE BREED  
Over 25kg



ADVANCE™ Puppy Large Breed - Chicken with Rice

## The benefits of mixed feeding

Dry and wet foods are equally nutritious.

The feeding of both dry and wet food formats is known as 'mixed feeding'. This method of feeding provides a pet with taste and texture variety and enables them to get the benefits that each feeding format offers.

Australian pets need to rehydrate more regularly. The addition of wet food helps a pet gain additional moisture from their diet.

When feeding both ADVANCE™ dry and wet food, simply halve the recommended quantities of each product and let your pet enjoy the advantages of both formats.

## ADVANCE™ puppy wet food range



ADVANCE™ Puppy All Breed - Chicken with Rice



ADVANCE™ Puppy All Breed - with Lamb & Rice



# Avoiding digestive upset

**Digestive upset is common in puppies. Rapid dietary change and the stress associated with moving to a new home, in addition to other causes such as infectious agents, can lead to loose faeces, diarrhoea or vomiting.**

The feeding of milk to puppies can also lead to digestive upset, and should be avoided. Lactose-free pet milk is an option, but a complete and balanced puppy diet will supply all the essential nutrition your puppy needs.

## Transitioning to a new diet

When changing a puppy from one food type to another, it is recommended that the diet is gradually changed over a period of 7 days.

This should be achieved by adding a small proportion of the new diet to the puppy's regular diet on the first day.

The proportion of the new diet should be gradually increased each day, so that it makes up half of the puppy's food on day 4 and the whole meal by day 7.





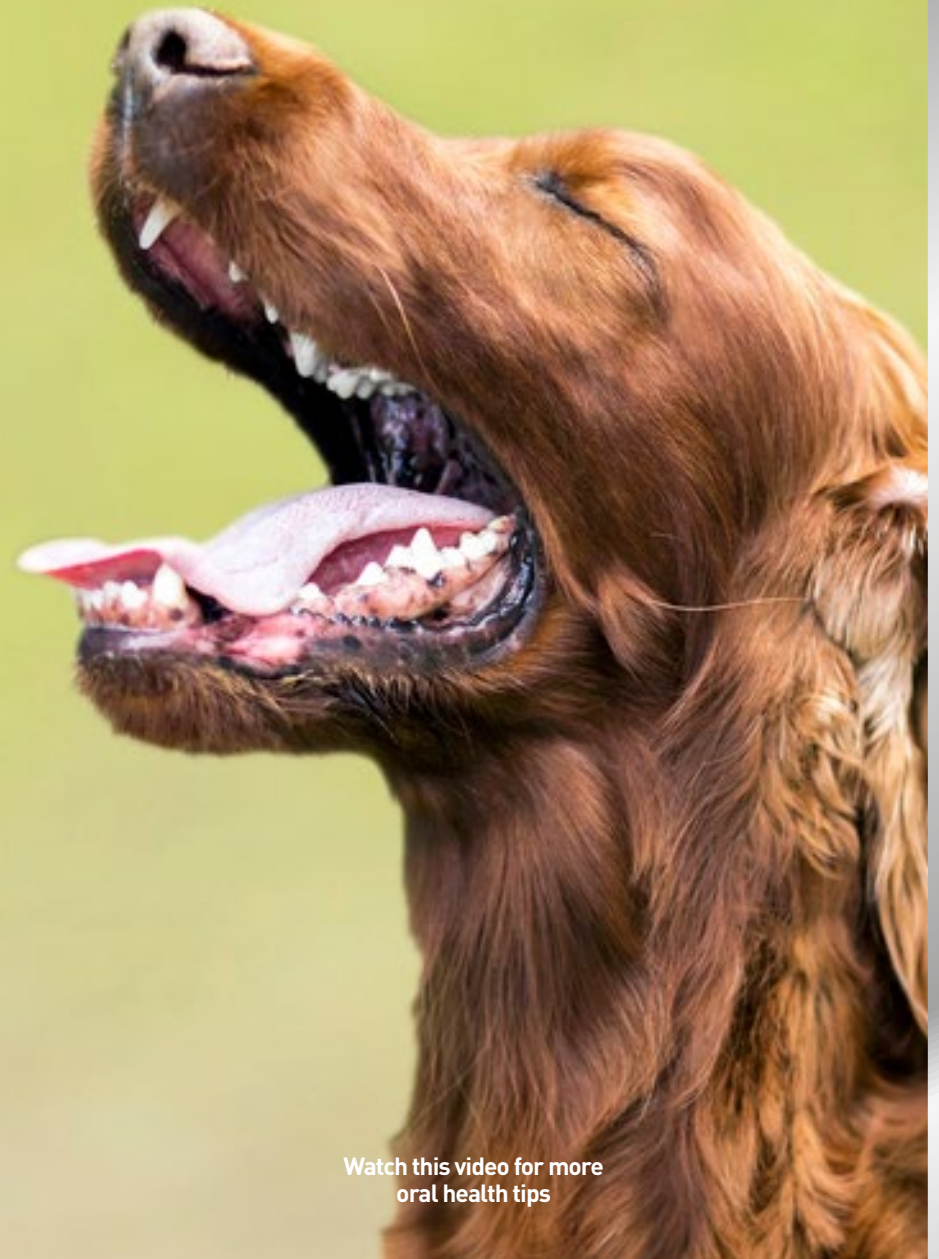
## Oral health

One of the first things you notice about a puppy is how sharp those puppy teeth are! Your puppy will start losing their temporary teeth (also known as milk teeth) between 4 and 6 months of age. These are replaced by a set of adult teeth. The milk teeth usually fall out easily and are often swallowed by the puppy. Teething can increase chewing and mouthing behaviours, so offer your puppy plenty of quality, safe chews so they can teethe on appropriate items. By the time your puppy is 7 or 8 months old, they should have all of their permanent teeth.

Dental disease is common in dogs, so start dental care while your puppy is young. Plaque can form on the teeth which contains bacteria and leads to gingivitis. Plaque can then mineralise to form tartar which leads to bad breath and gum recession. Prevention is better than cure, and the most effective way to prevent tartar deposits is to brush your dog's teeth.

Initially, get your puppy accustomed to having their mouth and teeth touched. Lift their lip and touch their teeth and gums in a gentle way. In general, dogs don't usually like their mouths being handled, so start off slowly, be patient and use lots of positive reinforcement (treats, verbal praise). Eventually progress to using a finger-brush and then toothbrush that has been designed for dogs. Always use pet toothpaste, as human toothpaste is toxic for pets. Daily tooth-brushing is ideal.

In addition, specially designed dental dry food such as ADVANCE™ Triple Action Dental Care varieties can be offered when your puppy becomes an adult. Dental treats such as GREENIES™ can be used daily, and fed from 6 months of age.



Watch this video for more  
oral health tips



# Transitioning to an adult formula

**When your puppy reaches adulthood, their nutritional needs change. It is important to transition your dog to an appropriate adult formula to ensure their nutritional needs are met.**

## When should I transition my dog to an adult formula?

Different sized dogs grow at different rates and become adults at different times.

## Which Adult food to choose?

ADVANCE™ pet food is comprised of life-stage, special needs and breed groups ranges. ADVANCE™ contains 3 flavour options for adult dogs – Chicken, Turkey and Lamb.

Your dog may have special needs such as weight control, a sensitive skin and coat or dental issues. Or you may choose to feed your dog an Oodles, Retrievers, Shepherds or Terriers breed groups product, if they are one of those breeds (or if a mixed breed, contain any of those breeds in their mix).

Breed Size	Expected Adult Weight	Age to transition to an ADVANCE™ Adult variety
Small	Up to 10kg	12 months
Medium	10 to 25kg	15 months
Large	Over 25kg	18 - 21 months



# ADVANCE™ Adult Dog Food Range

## Lifestage

For adult dogs with no specific health concerns, choose a diet from the ADVANCE™ lifestage range:

### ADULT

### HEALTHY AGEING



Small Breed



CHICKEN

OR



Medium Breed



TURKEY

OR



Large Breed



LAMB



Small Breed



CHICKEN



Medium Breed



CHICKEN



Large Breed



CHICKEN

# ADVANCE™ Adult Dog Food Range

## Specific Needs

For adult dogs with specific health concerns, choose a diet from the ADVANCE™ specific needs range:



## HEALTHY WEIGHT



## SENSITIVE SKIN & DIGESTION



Small Breed



Medium Breed



Large Breed



CHICKEN



All Breed



SALMON

**ADVANCE™ Healthy Weight** diets are formulated so that your dog maintains a complete and balanced vitamin/mineral intake whilst consuming fewer calories. This product also contains L-Carnitine to help burn fat to support a healthy metabolism. To assist in weight loss, feed a combination of both wet and dry food to allow a larger meal to be fed, for the same number of calories.

**ADVANCE™ Sensitive Skin & Digestion** All Breed has been formulated to support dogs with skin or digestive sensitivities. Specific nutrients promote a healthy skin barrier while Natural Colostrum helps support a healthy gut microbiome.



# ADVANCE™ Adult Dog Food Range

## Specific Needs

For adult dogs with specific health concerns, choose a diet from the ADVANCE™ specific needs range:



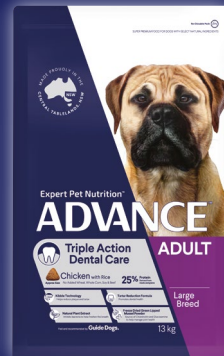
### DENTAL CARE



Small Breed



Medium Breed



Large Breed



CHICKEN



### ACTIVE



All Breed



CHICKEN

**ADVANCE™ Triple Action Dental Care** diets promote oral health with a larger kibble which assists mechanical abrasion, to help reduce plaque and tartar accumulation. This product also contains a tartar reduction formula that binds salivary calcium to help reduce tartar formation. Natural plant extracts help to freshen the breath by inhibiting the growth of bacteria.

**ADVANCE™ Active** is a high protein and high energy formula designed for dogs, such as working or sporting dogs that require higher energy nutrition. It also contains nutrients to support joint health, digestive health and a healthy skin and coat.

# ADVANCE™ Adult Dog Food Range

## Breed Groups

For adult dogs with Oodle, Terrier, Retriever or Shepherd, choose a diet from the ADVANCE™ breed groups range:

### OODLES



Small  
Oodles



SALMON



Large  
Oodles



SALMON

### RETRIEVERS



All  
Retrievers



CHICKEN &  
SALMON

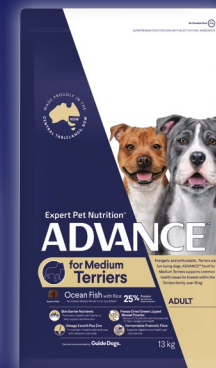
### TERRIERS



Small  
Terriers



OCEAN FISH



Medium  
Terriers



OCEAN FISH

### SHEPHERDS



All  
Shepherds



TURKEY



# HEALTH / GROOMING



# Vaccinations

Puppies usually begin a course of vaccinations between 6-8 weeks of age. Vaccines are designed to provide a pet with immunity against infection. They work by stimulating the body's immune system so that when exposed to the same infection, the immune system can more rapidly recognise and react to it. It is recommended that all dogs should be given a set of core vaccines, which are Distemper, Hepatitis and Parvovirus. If your puppy is going to come into contact with other dogs such as at the park or in boarding kennels, then consider vaccination against Kennel Cough.

Depending upon your geographical location or lifestyle, a series of non-core vaccinations may also be required and this should be discussed with your veterinarian. Vaccination not only provides protection to the individual animal but also helps to protect the entire population and minimise the chances of a major outbreak of any infectious disease.

It generally takes 7-10 days after the last vaccination for the puppy to be protected. Discuss with your veterinarian when booster vaccinations are required.



## Don't forget!

Don't forget to check when your puppy will be due for their next vaccination, and book an appointment with your vet.

Watch this video for more information on vaccinating your puppy

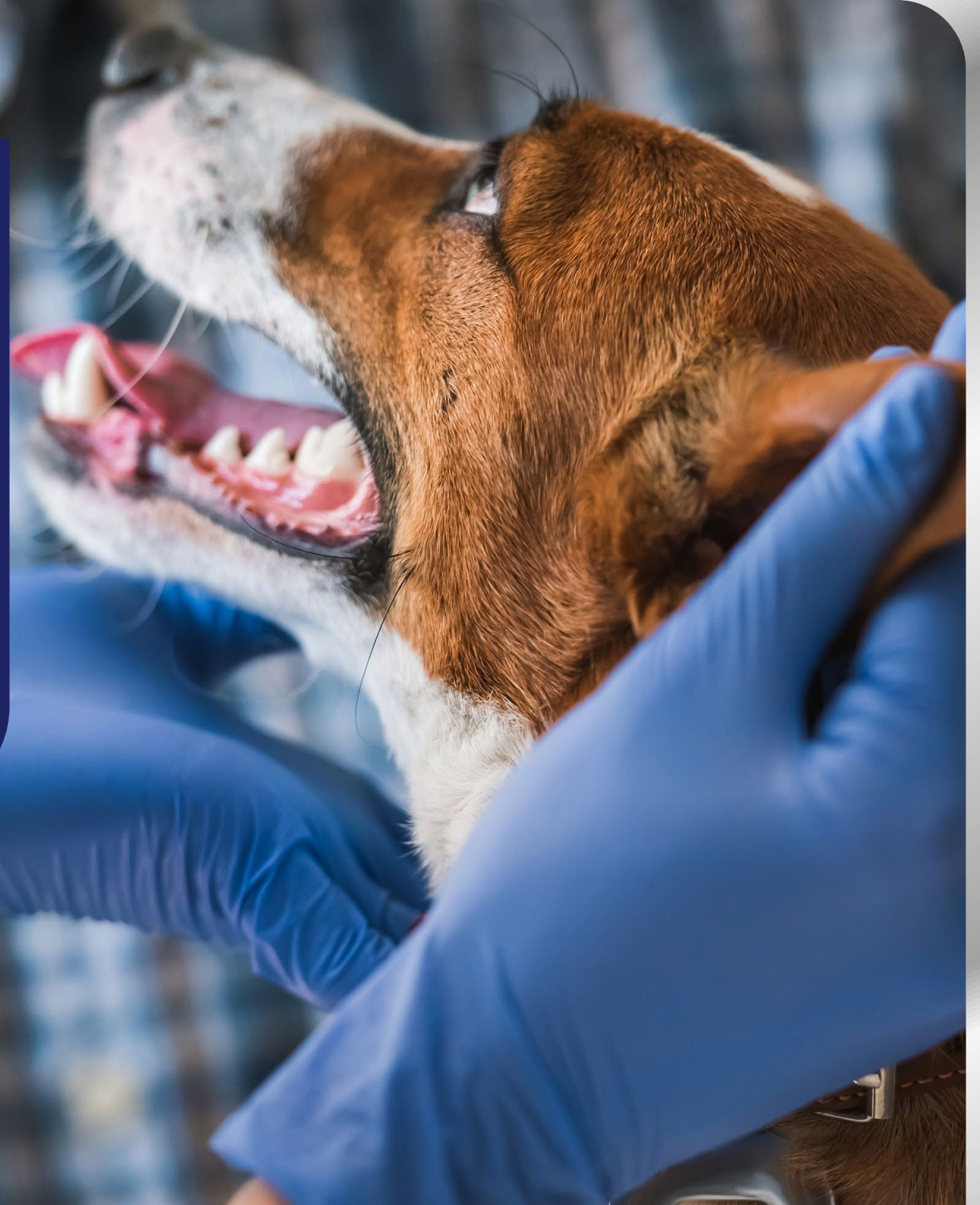


# Parasite control

Dogs are susceptible to a number of different parasites, including worms, ticks, fleas and heartworms, which may be encountered during their normal day to day life. These not only pose a risk to the infected animal but certain parasites can infect humans as well. The type of parasites that a dog may be exposed to will depend upon where they live and their lifestyle and this will affect the type and frequency of treatment required. A wide variety of products are available for the treatment and prevention of parasites, including flea collars, spot-ons or sprays, worming tablets and injections.

Prevention and treatment plans should be discussed with your veterinarian to ensure that your puppy receives the correct protection.

Watch this video for more information  
on worming your puppy





# Desexing

Desexing (also known as neutering) is the surgical sterilisation of a pet through the removal of all or part of its reproductive organs. The primary reason for neutering is to prevent unplanned pregnancies. There are, however, other benefits associated with neutering such as reduced risk of certain cancers and potentially modifying unwanted behaviours associated with sex hormones. Behaviour problems, such as aggression, however, are rarely solved solely by neutering and are best addressed through a behaviour programme designed by a behaviourist or veterinarian. You should discuss the best age to neuter your puppy with your veterinarian.

## Pet insurance

Consider taking out pet insurance, which can be highly beneficial when facing expensive veterinary fees in unforeseen circumstances such as accidents or illness. Research different policy options thoroughly.

Watch this video for more information  
on desexing your puppy





# Grooming

**As part of general handling, you'll need to get your puppy accustomed to being groomed and washed. This is also a great time to inspect the condition of their skin and coat.**

## Brushing & Bathing

Different dog breeds have different grooming requirements, so be sure to look into what grooming tools you might need for your puppy. As a rule of thumb, try to limit baths to no more frequently than once a month as bathing removes natural oils from your puppy's coat. Use lukewarm water and a specially formulated puppy shampoo. Once bathed, wipe your puppy down with a towel and keep them warm until they are properly dry.

To help your puppy stay looking great in between baths, keep up regular brushing and combing in conjunction with wiping with a towel or pet wipes. When brushing and bathing, be gentle and move slowly and initially keep the sessions short. Progress only at a pace your puppy is comfortable with. Be sure to offer lots of positive reinforcement with treats and praise, so that grooming time is fun and a chance for you both to bond.

Regularly check your puppy's ears, and if you see any discharge or abnormalities be sure to check in with your veterinarian.

Watch this video for more tips on  
bathing your puppy

Watch this video for more tips on  
grooming your puppy



# Nail trimming

Proper care of claws is important, and sometimes puppies need their claws trimmed. Use a pet claw trimmer and have someone gently restrain your puppy, or better still, ask your puppy to offer their paws.

Trim each claw back a little at a time until you get close to the quick, the pink part where the blood supply is. You can see where this is on white claws, but you will need to use your judgement on dark coloured claws.

If your puppy has any dew claws, keep your eye on them as they will need a regular clip. Be sure to pair this exercise with food treats to ensure a positive association with claw trimming.

Watch this video for more tips on  
trimming your puppy's nails









# HELP

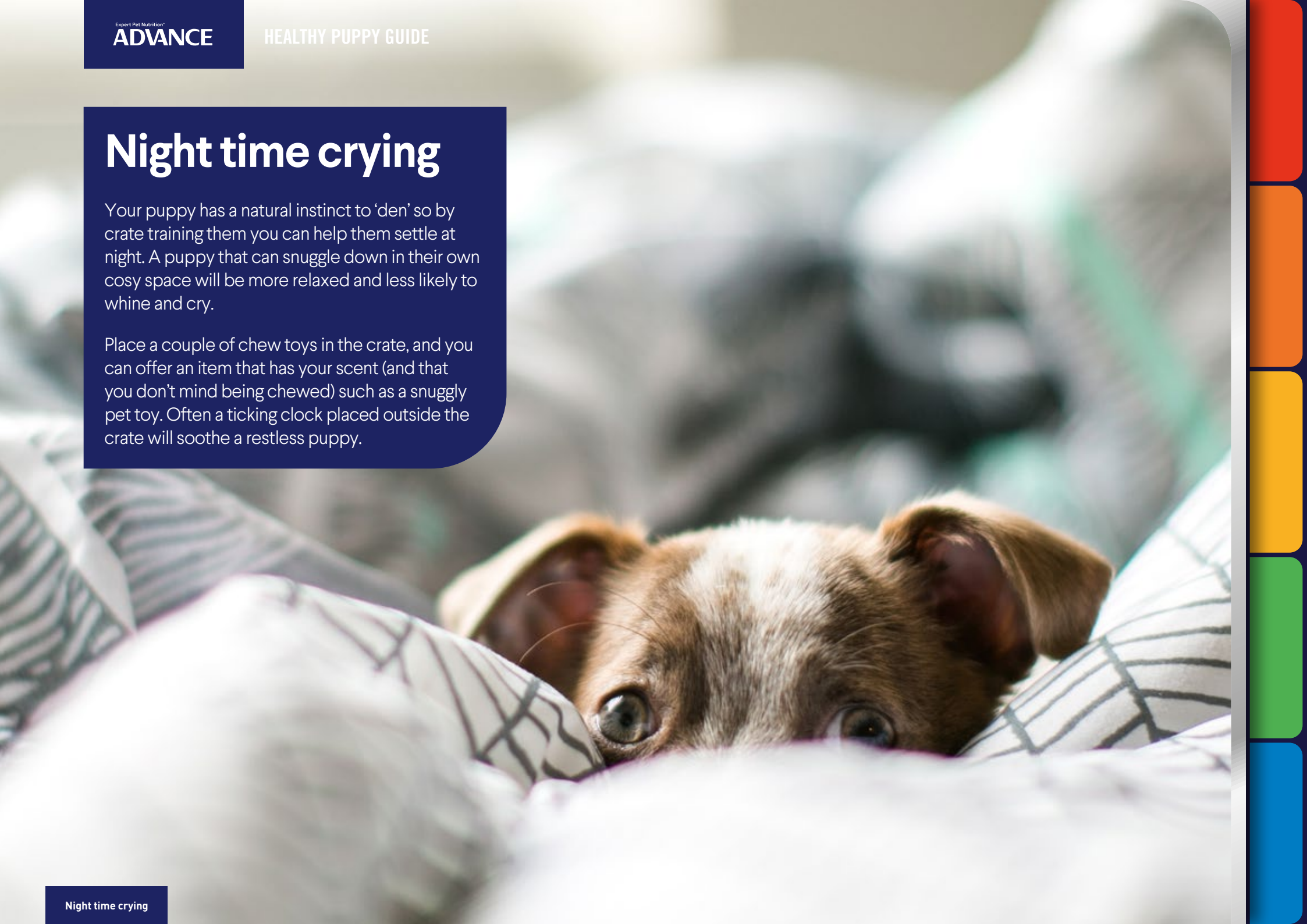




## Night time crying

Your puppy has a natural instinct to 'den' so by crate training them you can help them settle at night. A puppy that can snuggle down in their own cosy space will be more relaxed and less likely to whine and cry.

Place a couple of chew toys in the crate, and you can offer an item that has your scent (and that you don't mind being chewed) such as a snuggly pet toy. Often a ticking clock placed outside the crate will soothe a restless puppy.





## Biting

As part of their development, puppies learn by mouthing or chewing objects. It is important to teach puppies to inhibit their biting when interacting with humans.

If a puppy bites you, make a short sharp yelping sound just like a puppy in pain would. At the same time withdraw your attention from the puppy and ignore it. The puppy is most likely to be startled and stop biting you. When this happens calmly reward your puppy.





# Chewing

Puppies need to learn what is okay to chew and what is not.

By offering a range of chew toys, and rotating them regularly to prevent boredom, you can show your puppy what is acceptable to chew. Provide a range of different toys with varying shapes, textures and flavours. Be sure to remove any items of value to you out of your puppy's reach to prevent them being chewed.





# Toilet accidents

Supervision is the key when toilet training to help prevent mistakes occurring in the first place. If your puppy toilets somewhere they shouldn't, don't punish them. Simply redirect them and realise that you weren't supervising well enough. When they go to the toilet in the right spot, positively reinforce with treats and praise.





## Fear of other dogs

As we've seen, it's important that your puppy is adequately socialised. Try to ensure that your puppy's socialisation experiences are positive ones by being choosy about who they interact with. Ideally you want this to be with friendly and well socialised dogs in a controlled environment.

Puppies are learning their communication and social skills, so you want good role models for them. If your puppy looks apprehensive, take things slowly, be patient and use lots of positive reinforcement. If necessary, let them observe from a distance while providing reassurance. With time, your puppy's confidence will grow.



# Barking

Dogs are social animals. Barking and other forms of vocalisation serve as a form of communication between individuals and to alert the group to possible approaching threats. Many dogs also vocalise when they are frustrated, excited or anxious. If dogs are left alone for long periods, they may become under-exercised, under-stimulated and may bark as a result.

Some dogs were also bred to bark. Over the years, humans saw the value of having a dog protect their belongings. Breeds were developed based on individuals who were very good at alerting us to approaching danger. Nobody minds if their dog barks and frightens off a potential home invader, but we do mind if they bark at the meter reader! Somehow we expect the dog to know the difference.

Dogs may also bark due to anxiety – such as being fearful of storms and other loud noises and/or when they are left alone without adequate training to help them cope. Sometimes we inadvertently teach our dogs to bark for our attention.

## **My dog seems to be barking a lot, what can I do to reduce the barking?**

First of all, determine the cause of the barking. Keep a barking diary where all members of the household (as well as neighbours) note down the times of day when the dog barks. From this, it may be possible to understand what triggers the barking. Another option, especially if the dog only seems to bark when you're not home, is to use video surveillance to observe what your dog is doing. Only when you understand why your dog barks can you start working to reduce the noise. Options include changing the way your dog is managed, changing the places they have access to, covering over fences or gates to reduce visual stimuli or allowing your dog a better view of the world. Sometimes the answer is to bring your dog inside the house when they are most likely to bark, or when you are not at home.

Watch this video for more tips to help prevent excessive barking



# Jumping up

While we all love coming home to an affectionate puppy or dog, we need to ensure we aren't encouraging 'jumping up' behaviour. Your cute (and small) puppy will grow, and you might not want to see this behaviour when they reach adulthood.

Now is the time, while your puppy is small, to be consistent in the way you respond to their behaviour. If you praise and give attention to your puppy when they jump up, they are being reinforced to offering you this behaviour. They will not understand why you are reacting differently when they are a bigger dog.

Instead, reward your puppy for an alternative behaviour such as sitting or having all four paws on the floor. If your puppy jumps on you, immediately turn away. Do not look at or speak to your dog. When they get down and have all paws on the ground, immediately praise and reward. Consistently practice this over and over so that your puppy learns the connection between having all paws on the ground and a reward.

Start to practice this as soon as you bring your puppy home and ensure this is consistently applied by all family, friends and visitors. Set your puppy up for success! Anticipate jumping up and instead ask for the alternative behaviour. Your puppy will learn that they don't need to jump up. Instead, if they are calm and sit, they will get your attention.



Watch this video for more tips to help with jumping up

# Dogs in the community

Generally dogs are good-natured animals and enjoy interacting with people. However, irrespective of the nature of any dog, there still remains the chance of aggressive behaviour occurring. Knowing some simple tips can help prevent injury.

## Avoiding Dog Bites

- Always ask an owner's permission before patting a strange dog.
- Approach the animal on an angle (at their shoulder is best).
- Wait to see if the dog approaches you before you interact.
- Avoid patting a dog from above the head.
- Supervise dogs with children at all times.
- Let dogs eat their food or chew on bones without disturbing them.
- Do not wake a dog suddenly.
- Avoid cornering a dog or approaching a dog who has no way to escape.
- Don't cuddle or hug dogs.
- Don't interfere with a mother's new litter of pups.
- Don't allow children to tease or roughly handle a dog.
- Remove the dog from excitable environments (such as birthday parties).
- Socialise your dog with children as well as other dogs and cats.





# Building a strong partnership

Behaviours that are positively reinforced will repeat and strengthen. Here are some tips for helping develop a strong partnership between you and your dog:

- Establish clear communication through verbal commands, training clicker or whistle, hand signals or a combination of these.
- Use your normal speaking voice when talking to your dog.
- Dogs are scavengers and opportunists. If your dog is exhibiting undesirable behaviours then work out how to prevent your dog from being reinforced for these behaviours. In addition, reinforce liberally for the behaviours you do want to see.
- When playing games with your dog ensure it is on your terms. You should initiate, control and end the game. The game pauses or stops on your command. This could be by putting any toy you were using away, asking your dog to sit or lay down calmly or sending your dog to their bed or mat. Make sure that you reinforce your dog heavily for doing what you asked with food or exchanging another toy.
- Teach your dog to relax when being handled by you or other people who they come in contact with. This will minimise the risk of your dog feeling uncomfortable in these situations.
- Don't allow your puppy to do things that you would not allow them to do as an adult. Establish clear guidelines of behaviour and be consistent so that your dog does not get confused.



Expert Pet Nutrition™

# ADVANCE

## Guide Dogs Australia



For over a decade, ADVANCE™ has supported a growing number of Guide Dogs and puppies in training on their journey to assist people who are blind or vision impaired. ADVANCE™ is proud to provide super premium food to Guide Dogs Australia. Guide Dogs Australia are equally proud to use and recommend the very best in their national Guide Dog programs.

If you have any questions on the products in this guide please make your enquiry to Mars Petcare.

In Australia: Telephone 1800 640 111  
or contact us at: [www.advancepet.com.au](http://www.advancepet.com.au)

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