



Puppy<sup>0-1</sup>



**Puppy care:  
The best start for a  
healthy life**



*Vets' No.1 Choice To  
Feed Their Own Pets*

## Contents

### **A. Welcome**

Congratulations

### **B. Strong foundations**

First things first

- The basics
- At home
- Puppy-proofing your home

### **C. Feeding your puppy**

The right nutrition

- Balanced nutrition
- Great taste
- What to avoid
- Superior Antioxidant Formula

### **D. Exercise & training**

The importance of exercise and training

### **E. Grooming**

The importance of good grooming

### **F. Health**

Veterinary care

- What's normal?
- Parasites & Prevention
- Vaccinations
- Spaying & Neutering

### **G. Moving on**

Different lifestyle. Different needs

### **H. Product Information**



[www.HillsPet.co.uk](http://www.HillsPet.co.uk)

## Congratulations

You're ready to start learning the ABCs of caring for the newest member of your family.

This guide is designed to help you provide a healthy, happy life for your puppy.

Your vet is the best source of information about your puppy, so please consult your veterinary healthcare team if you have any concerns about your puppy's health or behaviour.

We hope this guide continues to be a resource for your pet's health and happiness for years to come.



# First things first

Okay. You've brought your new puppy home. Now the real fun begins!

## The basics

Here are some essentials you'll need for your new arrival:

### **A name**

Short names are easier for your puppy to recognise.

### **Identification**

Every year, thousands of pets are lost, so identification is a must. Include your name and phone number on an easily readable tag. You should also consider microchip identification. Ask your vet about this.

### **Food & water dishes**

Ceramic or stainless steel non-tippable bowl is recommended, but they must be durable and cleaned daily.

### **Collar**

The collar should fit snugly, but allow for 1-2 fingers width of space between collar and neck. Loosen the collar as your puppy grows.

### **Grooming aids**

A dog brush and mild shampoo. Your vet can recommend a type of shampoo and a good nail clipper.

## At home

### **Toys**

Chew toys can help prevent your new companion from deciding your furniture looks good enough to eat. Be careful not to give them toys that look like items you don't want them

to chew, e.g. a shoe. Balls and knotted ropes are also great. Avoid games that encourage your puppy to fight with you.

### **Bedding**

This should be washable. The first few nights, your new pet might be lonely or afraid. A radio played quietly or a ticking clock can help soothe your puppy to sleep.

### **Pet carrier**

It's a good idea to have one so your puppy feels safe when being transported in the car. They can be a place for your puppy to sleep and provide a safe, quiet haven for your pet. Allow room for your puppy to grow.

## Puppy-proofing your home

When deciding where you want your puppy to sleep, take into account those areas of the house or garden that are going to be out of bounds. To make housetraining easier, it's good to restrict the freedom of a new puppy in both the house and the garden.

Put kitchen rubbish out of harm's way or high enough to be out of your puppy's reach.



# The right nutrition

The food you choose to feed your puppy during the first year is critical to his adult development, health and growth.

Hill's™ Science Plan™ is specially designed to provide all the nutrition your puppy needs. It is complete nutrition, without excesses or deficiencies to help avoid health problems.

Science Plan is the number one choice of vets to feed their own pets and your vet can help you choose the formula that's right for your puppy. If your puppy is currently fed another food, your vet will explain how to gradually change your puppy over to Science Plan.

Hill's offers a complete range of Science Plan™ Puppy foods to meet your puppy's unique nutritional needs, and enrich your pet's life.

## Balanced nutrition

Fat, protein, and minerals like calcium and phosphorus help build strong bones and muscles. They also provide plenty of energy for growth and play. That's why Science Plan is formulated to provide just the right levels of the important nutrients.

And because puppies come in many different shapes and sizes, their nutritional needs can vary. Science Plan Puppy products are specially formulated to ensure they get all the nutrition they need to

grow healthy and strong, no matter how big or small.

## Great taste

Hill's has an on-going commitment to providing great tasting nutrition. In fact, we're so sure that your puppy will love Science Plan that we offer a full money-back guarantee.



## What to avoid

### **Chocolate:**

- This is dangerous for dogs.

### **Sweet biscuits:**

- High in fat, low in nutritional value.

### **Raw or cooked bones (especially cooked from meat and poultry):**

- Can splinter and may stick in the throat or intestine. They could also damage teeth and may cause constipation.

### **Grapes, onion and garlic:**

- These can be dangerous for dogs.

Science Plan Puppy  
Large Breed



Science Plan  
Puppy Mini



Science Plan  
Puppy with Chicken

All kibbles shown  
actual size



# Superior antioxidant formula for a healthy immune system

## What are antioxidants?

Antioxidants such as vitamin E, vitamin C, beta-carotene and selenium are natural cell-protectors. They neutralise harmful substances that cause damage to cells, including cells of the immune system. These harmful substances (free radicals) are produced by the wear and tear of normal energy production and by external sources such as pollution and UV light. All dry Science Plan Puppy foods are enhanced with Hill's Superior Antioxidant Formula to help strengthen your puppy's immune system during the vulnerable first year.



### **Vitamin E:**

Vitamin E, along with other natural antioxidants, helps protect the immune system. A strong immune system helps defend against disease and the effects of stress caused by new surroundings and socialisation. Vitamin E also promotes a good response to vaccinations.

### **Vitamin C:**

Regenerates vitamin E and also works to boost the power of vitamin E in the body.

### **Beta-carotene:**

Helps build a strong immune system and is considered a powerful tool in the fight against many diseases.

### **Selenium:**

An essential trace mineral that works with vitamin E and is an essential constituent of an antioxidant enzyme. These enzyme systems help protect against cell damage.



**Vitamin E**



**Vitamin C**



**Beta-carotene**

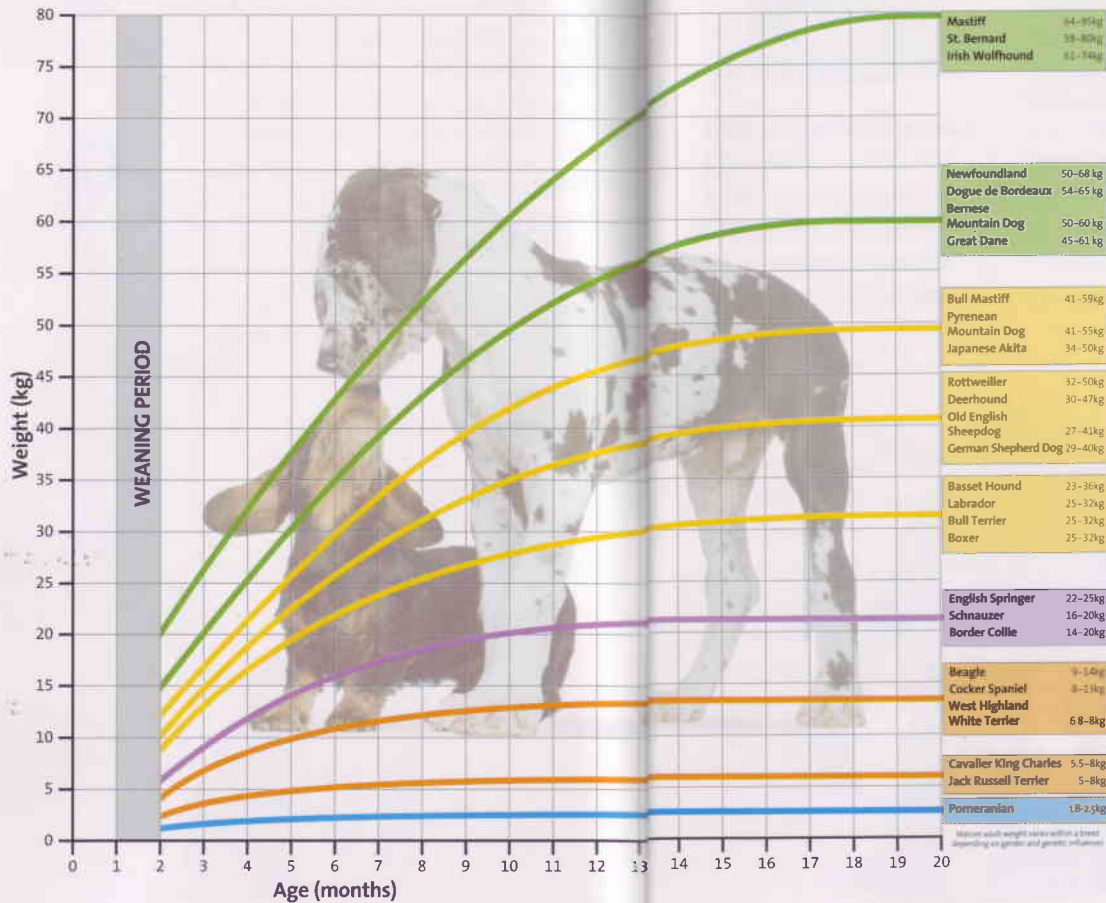


**Selenium**

C  
PUPPIES  
YOUR PUPPY

Ask your vet to check if your puppy is the right weight for his age

## Find the right breed size of your puppy and monitor his healthy growth



### Breed Sizes

- Giant
- Large
- Medium
- Small
- Toy

## Choosing the best product



### **Science Plan™ Puppy**

- Ideal for medium and small breed puppies that will weigh less than 25kg at maturity
- Also available in canned form



### **Science Plan™ Puppy Mini**

- Has all the nutritional benefits of Science Plan Puppy but is just right for puppies preferring a smaller bite



### **Science Plan™ Puppy Large Breed**

A large breed puppy (weighing more than 25kg at maturity) has very specific nutritional needs to ensure proper bone and joint development.

Additional benefits for large breed puppies, include:

- L-Carnitine: Helps develop strong muscles and converts fat into energy
- Controlled fat and calories: Help control growth rate
- Vitamins & Minerals: An ideal balance for large breed puppies



### **Science Plan™ Puppy Lamb & Rice**

A low allergen food with no unhealthy additives. Promotes healthy skin and a shiny, beautiful coat.

- High in delicious lamb
- Rice is an easy to digest source of energy
- No wheat, wheat gluten, beef or dairy products
- Omega-6 fatty acids and enhanced levels of vitamins E and C for supple skin and a glossy coat





**Science Plan Nature's Best™  
Puppy Mini/Medium**

Specially formulated to meet the needs of dogs expected to weigh under 25kg when adult.

- No artificial preservatives, flavours or colourants
- Natural ingredients, vitamins and minerals helps keep your dog healthy and active
- Contains easily digestible, wholesome grains, including rice
- A balance of fatty acids help promote a shiny, healthy coat



**Science Plan Nature's Best™  
Puppy Large/Giant**

Because large breed puppies are expected to reach a weight of over 25kg when adult, they need specific nutrition to keep them healthy and prevent skeletal and joint problems.

- No artificial preservatives, flavours or colourants
- Savoury Chicken promotes muscle growth
- A balance of fatty acids help promote a shiny, healthy coat

**The benefits of Hill's™ Science Plan™**

- Omega 3 & Omega 6 Fatty Acids: Support healthy nervous and immune systems; promote healthy skin and coat
- Digestible Carbohydrates: Supply energy for lively puppies
- 23 Vitamins & Minerals: A complete balance for growing puppies
- Calcium: For strong teeth and bones
- Vitamin D: To properly absorb calcium
- B Vitamins: For an appropriate metabolism and appetite
- High Quality Protein: Includes all 10 essential amino acids for strong muscles
- No artificial preservatives, flavours or colourants added



# The importance of exercise and training

It's vital to your relationship with your pet that you establish good habits early on. Proper training enhances your relationship with your pet. Think of it as a good way of communicating with your puppy.

## **Puppy classes**

The best way to train your puppy is in a puppy class. It helps owners teach their dogs to respond to different commands, thereby establishing control. Your puppy will feel more secure and confident when he is taught to understand and obey simple commands.

Your vet can help you find a good training class or the clinic may run one itself. When checking out possible classes, look for clean premises and a trainer who enjoys working with dogs and uses positive techniques. When your puppy hits those rebellious "teenage doggy years," (age six months to a year), take a refresher course, if necessary, to reestablish control.

The more your puppy interacts with other people and other puppies (especially at an early age), the more

socialised and well-behaved your dog will be. Your veterinary surgery may also run puppy socialisation classes to help in this.

## **Basic discipline**

When training at home, here are some basic techniques to keep in mind:

- Be consistent in what you say and do
- Remember that dogs have short memories, so be patient
- Correct your puppy when his behaviour is inappropriate. Praise him when it's right
- Never resort to physical punishment

## **Breaking bad habits**

Many behavioural problems, such as jumping, barking and biting, are simply inappropriate habits that can be prevented with proper training. Consult your vet, experienced dog trainer or behaviourist for advice on correct training techniques.



### ***Housetraining your puppy***

Housetraining begins on the first day. Take your puppy out as soon as he wakes up in the morning, after naps, immediately after meals and drinking, and just before bedtime, to develop a routine. This method trains most puppies in less than a month.

If you don't have an outdoor area, you can train your puppy using newspapers. Spread them out on the floor and gradually reduce the covered area every 1-2 days. Don't expect too much right away, for example, young puppies are rarely able to go through the night without the need to relieve themselves.

Praise your puppy often for good toilet habits. Consistency is necessary as your puppy depends on going outside at the same time every day.

### ***Accidents happen***

When your puppy has an accident, immediately take him outdoors. A mild scolding for accidents is only effective when you catch your puppy in the act. Contrary to popular belief, never rub your puppy's nose or face into the soiled area.

### ***Exercise***

Exercise is very important to the physical and mental health of your pet. Fitness helps prevent obesity and the health risks associated with it. Regular exercise also teaches social skills and helps prevent bad behaviour.

Puppies love exercise but remember, you should be careful not to over-exercise your puppy. This may adversely affect his growth and development. Check with your vet before starting an exercise programme for your puppy.

When you exercise your puppy on a lead for the first time, be prepared for some resistance. The more frequently he wears a collar and lead, the sooner he will accept them as routine. You can make the experience more pleasant for your puppy through your patience and by sharing the fun of companionship.

Go to the park today! Throw a ball or other dog toy (never throw sticks). It'll do you both good and strengthen your relationship.



# The importance of good grooming

Grooming plays an important role in both the health of your puppy and the bond you share.

## **Grooming**

Keeping your puppy well groomed helps to maintain his overall health. Use this time to examine your dog's coat and skin for problems, such as fleas or lice, tangles or skin irritations.

**Tools:** A pet brush or comb.

**How:** Brush in the direction of hair growth.

**How often:** Once a week and before baths to avoid tangles. Brush heavy-coated animals daily.

## **Trimming nails**

**Tools:** Dog nail clipper. Your vet can recommend one.

**How:** Ask your vet for instructions. If your dog has dark nails, you may want to have the vet trim them.

**How often:** As needed.

## **Cleaning teeth**

Good oral health is essential to your pet's overall health.

**Tools:** Toothbrushes and toothpaste are available. Do not use human toothpaste as the white froth created when brushing can cause them to panic and also

may irritate their stomach if swallowed. **How:** Ask your vet for brushing instructions. For complete tooth and gum care, a professional cleaning by your vet may be needed.

**How often:** Daily brushing is recommended, with a professional examination every six months to a year.

## **Cleaning ears**

**Tools:** Cotton wool balls and ear cleaning solution (do not use cotton buds).

**How:** Ask your vet or vet nurse.

**How often:** Every other week, depending on how dirty your puppy's ears get.

## **Baths**

**Tools:** A mild dog shampoo, a towel and patience! It should be a warm day for outdoor baths.

**How:** Whatever works best. Massage the shampoo well in to the coat. Avoid getting soapy water in their eyes and ears. Rinse clean and towel dry, then air-dry. When it gets cold, bathe and air dry inside or take your dog to the groomer.

**How often:** Two or three times a year as bathing too often may dry their skin.



## Veterinary care

Your relationship with your veterinary surgeon is very important. He or she is your best source of information.

### What's normal?

Listed below is what is considered normal and healthy. Report any abnormal signs to your vet as soon as possible. Your vet has the most up-to-date advice on all of your puppy's ailments.

#### Eyes:

Should be bright and clear. Any discharge in the corners should be gently removed with cotton gauze soaked in warm water, wiping away from the eye.

#### Ears:

Should be clean and free of discharge and odour. Ear problems are painful and can cause hearing loss if not treated.

#### Nose:

Should be wet, clean and without discharge or sores.

#### Mouth:

Gums should be pink and healthy. Teeth need to be clean and tartar-free. Bad breath equals poor dental health. Check the lips for sores.

#### Coat:

Your puppy's coat should be shiny and clean.

#### Weight:

Do a Rib Check – with your hands facing down, thumbs on your dog's spine, run your hands along his sides.

If you can't easily feel his ribs, then your puppy might be overweight and at risk from health problems. Consult your vet for nutritional advice.

#### Urine/faeces:

Any change in urine or faeces should be reported to the vet immediately.

### Parasites & Prevention

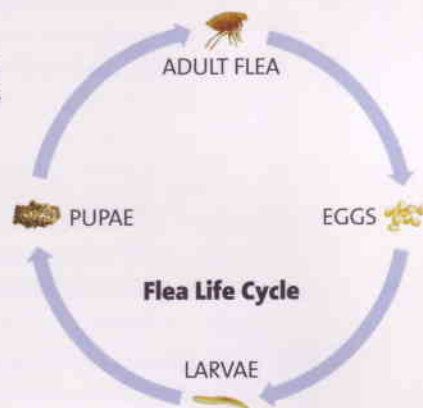
Fleas, lice and intestinal worms are among the most common parasites to infect pets. Some carry serious diseases that can be transmitted to pets, especially young ones.

#### Fleas

Fleas bite and feed on a puppy's blood, causing itching and irritation. This can lead to medical problems such as:

- Flea Allergy Dermatitis, a common allergic skin disease
- Skin infection
- Anaemia
- Tapeworms

Ask your vet to recommend a flea product that stops fleas from biting and eradicates them quickly.



### **Ticks**

Ticks are mainly in rural areas and they are known carriers of dangerous diseases to pets and humans. That's why you need a product that effectively repels and kills ticks before they can attach. Repelling ticks and preventing attachment can help reduce the transmission of tick-borne diseases. Ask your vet if and when tick control is recommended.

### **Internal parasites**

Many puppies are born with internal parasites or become infected after birth. Parasitic worms such as roundworms and hookworms can occasionally cause severe illness in puppies. Tapeworms are often found in puppies when their mothers have fleas. It's important to de-worm your puppy on a regular basis during the first six months. Your vet can provide an appropriate schedule and a broad-spectrum de-wormer that safely and effectively removes intestinal parasites including roundworms, hookworms, whipworms and tapeworms.

### **Vaccinations**

Puppies should begin their vaccinations as early as six weeks of age. The following diseases can be controlled by immunisations:

- Distemper
- Canine Viral Hepatitis
- Leptospirosis
- Parvovirus
- Bordetella (Kennel Cough)
- Rabies

Your vet can advise on the most appropriate vaccination schedule

for your puppy. And remember consult your vet if you plan to travel abroad with your dog.

### **Spaying & Neutering**

Every year thousands of companion animals end up in animal shelters. Many of these animals have to be put to sleep. This problem exists largely because cats and dogs are allowed to breed with little regard for the availability of homes for their offspring.

Unless you plan to breed from your puppy, we encourage you to have your pet spayed or neutered early in life in order to help address the problem of pet overpopulation and unwanted animals.

In fact, research has shown that spayed or neutered pets live longer. It also reduces the risk of certain types of cancer and other health problems. You may wish to consider a lower calorie food for your dog after neutering as they are then more prone to weight gain.

Ask your vet how to prevent weight gain in neutered dogs. Talk to your vet about the spaying or neutering procedure. Make plans to do it today.



### **Winter tips**

- In the winter, keep your puppy's paws free of snow and snow melting chemicals like salt. They can irritate footpads and mouth. If your puppy is outside, change his drinking water frequently to prevent freezing.
- Pets like the smell and taste of antifreeze, which can be fatal if ingested, even in small amounts.



## Different lifestage. Different needs.

At around one year old your puppy will reach maturity. The nutritional needs of adult dogs are different from those of puppies, so you should change your pet's food. There is a range of Hill's™ Science Plan™ to provide superior nutrition for adult dogs, whatever their needs or lifestyle. So by feeding your adult dog with Science Plan you can be sure that you are giving her the best nutrition for lifelong health.

### Adult<sup>1-6</sup>



#### Adult Products

- The Superior Antioxidant Formula helps maintain a healthy immune system and contribute to vitality, good health and longevity
- Formulated to help maintain strong muscle, teeth and bones
- 23 vitamins and minerals provide an ideal balance for adult dogs
- Available in a variety of great flavours

### Nature's Best

#### Nature's Best Mini/Medium

- No artificial preservatives, flavours or colourants
- Specially formulated to meet the needs of dogs under 25kg when adult
- Unique blend of natural ingredients with added vitamins, minerals and nutrients
- Savoury chicken helps develop strong muscles
- Wholesome grains, including rice for easy digestion and a healthy intestinal tract

#### Nature's Best Large/Giant

- No artificial preservatives, flavours or colourants
- Formulated to provide specific nutrition for dogs weighing over 25kg when adult
- Natural chondroitin sulphate and glucosamine help maintain healthy joints, which is vital for larger adult dogs
- Unique blend of natural ingredients with added vitamins, minerals and nutrients
- Savoury chicken helps develop strong muscles



## Senior<sup>7+</sup>



### Senior Products

- Contains a Superior Antioxidant Formula, which helps your pet avoid the effects of premature ageing
- Highly digestible with a taste they'll love
- Controlled amounts of phosphorus to help maintain kidney function
- Dry products contain natural glucosamine and chondroitin sulphate to help maintain flexible, healthy joints

## Light



### Light Products

- Science Plan™ Light provides superior lower calorie and lower fat nutrition for dogs likely to gain weight. It is available for Adult and Senior lifestyles

## Special Care



### Special Care

Science Plan™ formulas for healthy adult dogs with special needs

- Canine Performance for working or nervous dogs
- Oral Care to help clean teeth and freshen breath
- Sensitive Skin for healthy dogs with sensitive skin
- Sensitive Stomach for healthy dogs prone to a sensitive stomach





# Product information

NUTRIENTS	FUNCTION	PRODUCTS				
		Science Plan™ Puppy Chicken* & Puppy Mini*	Science Plan™ Puppy Large Breed*	Science Plan™ Puppy Lamb & Rice*	Science Plan Natures Best™ Puppy Mini/Medium	Science Plan Natures Best™ Puppy Large/Giant
<b>Protein</b>	Essential nutrient needed to build all tissues and organs, including muscles	27.8%	29.6%	26.8%	27.7%	27.6%
<b>Fat</b>	Supplies energy, and essential fatty acids for nerve function and healthy cells	18.5%	11.1%	19.2%	18.4%	9.2%
<b>Carbohydrate</b>	Supplies energy	36.8%	42.6%	37.7%	35.5%	46.1%
<b>Fibres</b>	Promotes and regulates healthy digestion	2.5%	2.7%	2.5%	2.2%	2.5%
<b>Moisture</b>	Essential nutrient; makes up 70% of a pet's body	7.5%	7.5%	7.5%	8.0%	8.0%
<b>Calcium</b>	For strong teeth and bones and for nerve function	1.29%	1.02%	1.29%	1.46%	0.97%
<b>Phosphorus</b>	For strong teeth and bones and required in energy production	1.00%	0.79%	1.00%	1.01%	0.75%
<b>Sodium</b>	For fluid balance and nerve function	0.46%	0.46%	0.46%	0.46%	0.46%
<b>Potassium</b>	For fluid balance, nerve function and muscle contraction	0.74%	0.74%	0.74%	0.75%	0.74%
<b>Magnesium</b>	For healthy bones, and for nerve and enzyme function	0.10%	0.10%	0.10%	0.09%	0.10%
<b>Vitamin A</b>	For vision, healthy skin and organs	9,100 IU <sup>1</sup> /kg	13,630 IU <sup>1</sup> /kg	9,740 IU <sup>1</sup> /kg	10,000 IU <sup>1</sup> /kg	10,200 IU <sup>1</sup> /kg
<b>Vitamin D</b>	Regulates intestinal absorption and use of calcium and phosphorus	530 IU <sup>1</sup> /kg	620 IU <sup>1</sup> /kg	515 IU <sup>1</sup> /kg	460 IU <sup>1</sup> /kg	460 IU <sup>1</sup> /kg
<b>Vitamin E</b>	A major antioxidant that helps maintain a pet's natural immune system	600 mg/kg	600 mg/kg	600 mg/kg	600 mg/kg	600 mg/kg
<b>Vitamin C</b>	A key antioxidant that protects against free radical damage and regenerates vitamin E	70 mg/kg	70 mg/kg	70 mg/kg	70mg/kg	70mg/kg
<b>Omega-3 fatty acids</b>	For healthy skin and a glossy coat	0.43%	0.25%	0.34%	0.35%	0.26%
<b>Omega-6 fatty acids</b>	For healthy skin and a glossy coat	3.36%	2.53%	3.38%	3.34%	2.51%
<b>Beta-carotene</b>	Natural antioxidant that works with vitamin E to help maintain the immune system	1.5 mg/kg	1.5 mg/kg	1.5 mg/kg	1.5 mg/kg	1.5 mg/kg
<b>L-Carnitine</b>	Helps prevent excessive weight gain and strengthen muscles and bones	—	290 mg/kg	—	—	330 mg/kg

**It is important to remember that the correct balance of all these vitamins and minerals is essential for the long-term health of your puppy**

\*As fed <sup>1</sup>International Units



## PRODUCT PROMISE

### **The Best Nutrition**

*Formulated by vets at Hill's Science and Technology Centre.*

### **Great Taste**

*Improvements in formula mean our products are better tasting than ever.*

### **The Best Choice**

*The right product for pets at each stage of their life or whatever their condition.*

### **Great Value**

*The cost per day of feeding Hill's is less than owners might think.*



[www.HillsPet.co.uk](http://www.HillsPet.co.uk)

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