



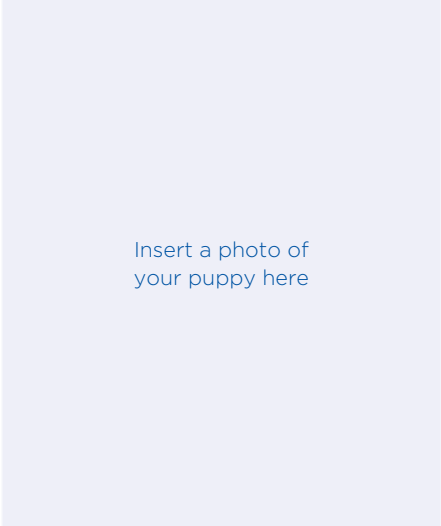
keeping your puppy's health simple

Our guide to your dog's first year



keeping your puppy's health simple with multi-benefit nutrition

Welcome to Hill's Vet Essentials Multi-Benefit. We'd like to congratulate you on your new family member and we're excited to be part of your new journey as a pet parent. In this booklet — made just for you and your pet — we've included helpful information regarding all the important first steps that come with getting a new puppy. From little to big paw prints, Hill's is here to offer support with the information you need and science-led, multi-benefit nutrition to help you keep your puppy's health simple.



Name

Date of birth



Bringing your puppy home	4	Tracking your puppy's growth	14
Getting social	5	Feeding your puppy	15
People	5	How much should you feed your pet?	15
Other dogs and pets	5	Is your puppy a large breed dog?	15
Visiting your vet	6	How to introduce new food	16
Your dog's vaccinations	6	Your pet's microbiome	17
Health & vaccination record	7	Becoming an adult	18
The first year	7	Switching to a Hill's Vet	
Veterinary visits	7	Essentials adult dog food	18
Microchipping	8	Neutering	19
The procedure	8	Benefits of neutering	19
Reading your dog's body language	9	Changes after neutering	19
House training	10	Body condition scoring	20
Accidents	10	Weight management	22
Create a schedule	10	Oral care	24
Reward good behaviour	10	Precise nutrition for adult dogs	26
Remember, accidents happen	10		
Obedience training	11		
How old is your dog in human years	12		



Bringing your puppy home

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

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

tips

Puppy-proofing your home

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

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



People

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

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



Other dogs and pets

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

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





Visiting your vet

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

Your dog's vaccinations

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

Feeding your puppy the right nutrition can help keep them healthy during their vaccination course. The clinically proven unique blend in **Hill's Vet Essentials Multi-Benefit Puppy food** is proven to support your puppy's immune system and even improve their response to the vaccinations.

Early socialisation is essential to the behavioural development of dogs. However, before your puppy is fully vaccinated, he/she should only be exposed to controlled areas and only to other puppies and adult dogs that are fully vaccinated and appear healthy.¹

¹Day, M. J. , Horzinek, M. , Schultz, R. D. , Squires, R. A. (2016) Guidelines for the vaccination of dogs and cats. Journal of Small Animal Practice 57, p.7





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

Veterinarian	
Phone	
Microchip no.	
Insured with	

The first year

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

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

Date						
Weight						
Deworming						

Veterinary visits

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



Microchipping

Microchipping your pet is one way to increase the odds that you will get your lost dog back. In fact, permanent identification (microchipping) of dogs is mandatory in the EU plus many other countries, and is often required to be performed before the puppy reaches the age of 2-3 months. Microchipping pets involves placing a small computer chip about the size of a grain of rice under the skin. It is implanted in a simple procedure by your vet or vet nurse, who uses a needle to place the microchip under the loose skin in between the shoulder blades.

The Procedure

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

✓ **Ask your vet**

Protect your dog

Having your pet microchipped is a simple, fast procedure that your vet or vet nurse can perform.

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



Friendliness

- Wagging tail
- Smiling
- Half-closed eyes



Signs of aggression

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



Signs of submission

- Making themselves appear small and acting like a puppy
- Crouching sideways near to the ground
- Rolling on their back
- Your puppy may also pass a small amount of urine. They are not being naughty, they're letting other dogs know they are young and no threat to them.



Wanting to play

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

Ask for advice

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



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

Accidents

Remember, accidents happen, so try to be understanding and don't punish your pet. Prevent your dog from starting any bad habits in the home by keeping an eye on them.

Your dog should be supervised until they have gone 4 weeks without an accident.

Create a schedule

Teach your dog where to go by frequently taking them to the desired area and letting them sniff around. Your dog should go outside shortly after they eat, play or wake up from a nap – and should go outside immediately if they start to sniff around looking for the spot.

Reward good behaviour

When your dog does go where they are supposed to, give them a cuddle and tell them they're a good dog. Make sure to reward them immediately, so they'll associate it with doing a good job.

Remember, accidents happen

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

✓ Ask your vet

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

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

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

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



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

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

tips

looking good

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

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



How old is your dog in human years?

pet's age	human years*		lifestage
	Small/Medium Breed	Large Breed	
3 months	6	3	Puppy < 1 year
6 months	12	8	
1 year	15	15	Adult Small & Medium breed dogs 1-6 YEARS Large breed dogs 1-5 YEARS
2 years	23	24	
3 years	27	30	
4 years	32	37	
5 years	37	45	
6 years	41	50	Mature Adult Small & Medium breed dogs 7+ YEARS Large breed dogs 6+ YEARS
7 years	46	55	
8 years	50	60	
9 years	55	64	
10 years	59	70	
11 years	64	74	
12 years	68	78	
13 years	73	82	
14 years	77		
15 years	82		
16 years	87		
17 years	92		
18 years	96		

*All ages approximate

The first year

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





Tracking your puppy's growth

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

1-2 MONTHS
0-2 weeks: Newborn – Mother's milk is best, so it's important that the mother is getting high-quality nutrition to support healthy milk production.

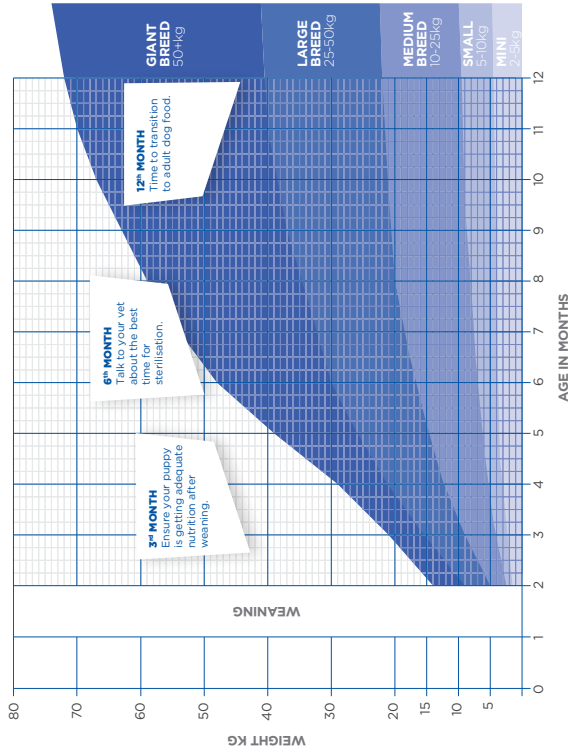
2-8 weeks: Weaning – Your puppy's teeth will begin forming and they can begin eating soft, wet or soaked puppy food.

3rd MONTH
6-12 weeks: First wellness check – Ask your vet about a dry kibble to suit your puppy's breed size.

6th MONTH
 If you're considering sterilisation, talk to your vet about the right time for your puppy.

Besides all the benefits of sterilisation, it also has an effect on weight gain. Checking feeding amounts and plenty of exercise and play goes a long way to prevent this.

12th MONTH
 It's your puppy's first birthday and time to transition to adult dog food. Large breeds can take a bit longer to fully mature, so you may want to consider transitioning around 18 months of age.



2 months	3 months	4 months	5 months	6 months	9 months	12 months
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Date of visit
 Pet's weight
 Recommended daily food in grams

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

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

How much should you feed your pet?

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

Is your puppy a large breed dog?

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

✓ Ask your vet

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

Don't feed your puppy table scraps.

Besides feeding too much regular food, this is the most common cause of unhealthy weight gain. Overweight puppies become overweight adults and this is proven to significantly impact on your pets longevity and quality of life.





Vet Essentials Multi-Benefit Puppy (4 weeks-1 year)

Advanced nutrition with clinically proven benefits: Antioxidant blend for immune system support and ActivBiome+ Technology for healthy digestion. Available for small & mini, medium and large breeds (4 weeks up to 18 months).



Nourishes their developing microbiome and promotes healthy digestion with our ActivBiome+ prebiotic blend



Supports their developing immune system with powerful antioxidants (vitamins C+E)



Helps nourish brain & eye development with omega-3s from fish oil



Supports healthy bone and joint development with a balanced blend of minerals and omega-3s from fish oil



Promotes healthy skin and coat for extra soft snuggles, with nourishing omega-6s & vitamin E



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

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

How to introduce new food

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

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

DAYS 1-2



DAYS 3-4



DAYS 5-6



DAY 7



What is my puppy's microbiome?

Your puppy's gut microbiome is the ecosystem in their gastrointestinal tract containing billions of various microorganisms – including both desirable and undesirable bacteria unique to each pet. Through extensive research, Hill's has found that nourishing the gut bacteria in a pet's microbiome with the right nutrition can have many benefits for their digestion and overall health.

Hill's ActivBiome+ Technology

is a revolutionary blend of prebiotic fibres that works together to nourish your pet's gut microbiome.

Vet Essentials Multi-Benefit Puppy food is formulated with ActivBiome+ Technology, supporting healthy digestion and well-being by feeding the unique microbiome in your puppy's gut.





Becoming an adult

Becoming an adult

Most puppies are mature by 1 year old, although some larger breeds may be considered puppies until they are 18 months of age. Your veterinary health care team can advise you of when your pet becomes an adult.

Switching to a Hill's Vet Essentials adult dog food

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

Once your puppy reaches the age of 12–18 months, we recommend to transition them to any of these Vet Essentials Multi-Benefit foods:



Neutered dogs or breeds with a tendency to gain weight



Dogs who need additional dental health support



Dogs who benefit from digestive support

✓ Ask your vet

Make sure to check with your vet or vet nurse which Hill's Vet Essentials product would be best for your pet



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

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

Benefits of neutering

Females:

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

Males:

- ✓ Less likely to suffer from testicular or prostate diseases
- ✓ Many intact male dogs show undesirable hormone-related behaviours

Changes after neutering

There are several changes that occur in a dog's body once they are neutered. Neutering won't change your dog's personality but it is likely to change sex hormone-driven behaviours.

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

✓ Ask your vet

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



Over 50% of pets

Ask your vet if your dog

UNDERWEIGHT



Ribs

Visible with little to no fat cover.

Shape from above

Waist is prominent.

Shape from the side

Abdominal tuck is prominent with little to no tummy.

IDEAL WEIGHT



Ribs

Slightly visible with a thin fat cover. Easily felt.

Shape from above

Waist is evident but not prominent.

Shape from the side

Abdominal tuck is evident.

OVERWEIGHT



Ribs

Under a moderate fat cover. Not easily felt.

Shape from above

Little to no waist is visible. Back is slightly broadened.

Shape from the side

Little to no abdominal tuck is evident. Fat may be covering tail base.

¹Toll PW, Yamka RM, Schoenherr WD, et al. Obesity. In: Hand MS, Thatcher CD, Remillard RL, et al., eds. *Small Animal Clinical Nutrition*, 5th ed. Topeka, KS: Mark Morris Institute; 2010:501-542.

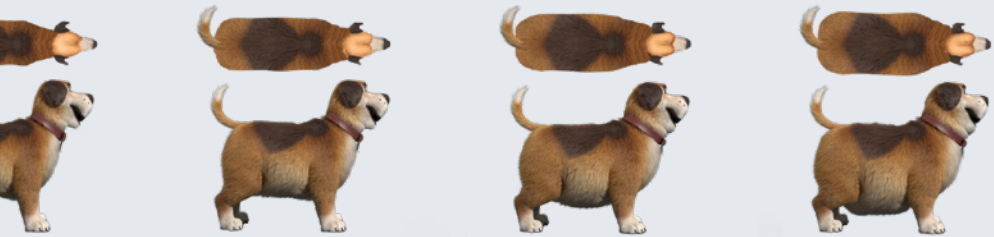
²2018 Pet Obesity Study. Association for Pet Obesity Prevention.

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are overweight^{1,2}

is at their ideal weight.

OBESSE



Ribs

Under a thick fat cover. Progressively difficult to feel.

Shape from above

Waist is not evident. Back is extremely broadened.

Shape from the side

Rounded tummy is prominent. Thick fat cover over tail base.

Weight management

It's not only neutering that can potentially cause weight gain in your dog. Adult dogs need fewer calories than growing dogs. Weight gain may occur as the result of an increase in body fat usually caused by eating too much, especially when combined with lack of exercise. As body fat increases so does the risk for:

- Shortened life expectancy
- Osteoarthritis
- Cancer
- Diabetes
- Reduced mobility

✓ Ask your vet

If you have noticed some changes in your pet's weight please consult your vet and also consider feeding Hill's Vet Essentials foods that support and maintain healthy weight

tips

Exercise

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

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

100% satisfaction guarantee or your money back



We're so confident that your pet will be completely satisfied with Hill's food that we offer 100% Satisfaction Guarantee for quality, consistency & taste or your money back.

Vet Essentials Multi-Benefit +Weight (1+ years)

Support their healthy weight

Clinically proven nutrition to support fat burning and help achieve & maintain optimal weight after neutering. Available for small & mini, medium and large breeds.



Helps your neutered dog achieve & maintain optimal weight with proven Weight-management Technology that helps kick-start the body's natural ability to burn excess fat



Promotes a healthy digestive system with an optimal fibre blend, including prebiotics



Supports your dog's natural defense with high levels of antioxidants



Promotes a healthy skin & coat for extra soft snuggles, with nourishing omega-6s



Supports healthy joints with nutrition enriched with glucosamine and chondroitin



Supports a healthy urinary system with controlled levels of magnesium, phosphorus and calcium (Small & Mini food)





Vet Essentials Multi-Benefit +Dental (1+ years)

Support their dental health

Advanced nutrition clinically proven to help reduce plaque and tartar buildup. Available for small & mini, medium and large breeds.



Reduces plaque and tartar buildup to keep teeth and gums healthy with clinically proven Dental Kibble Technology



Promotes digestive health with our optimal fibre blend



Supports a healthy immune system with clinically proven antioxidants from vitamins C & E



Helps maintain optimal body weight with clinically proven levels of L-carnitine and high levels of fibre



Promotes healthy skin and coat for extra soft snuggles, with nourishing omega-6s & vitamin E



tips

Oral care for adult dogs

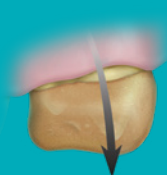
Hill's Vet Essentials Multi-Benefit +Dental utilises special technology that provides a cleaning action clinically proven to help reduce plaque and tartar, which can help freshen the breath and reduce the long-term risks of gum disease.

1)



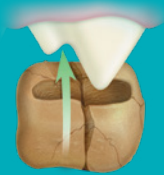
Special fibres help the kibble stay in contact with the tooth surface right to the gumline.

2)



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

3)



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

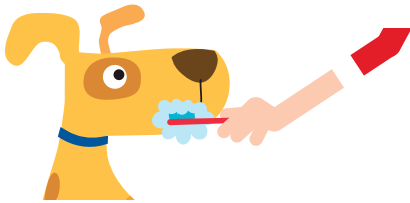
tips for healthy teeth & fresh breath



take a smell test

Bad breath can signal a problem. Consult your vet.

1



2

brush teeth

Brushing helps keep teeth in tip top condition.

visit your vet

Ask your vet to include an oral health check as part of your pet's regular check-up. Your pet will thank you for it.

3



4

feed the right food

Good dental health can be as easy as feeding Hill's Vet Essentials Multi-Benefit +Dental food with Dental Kibble Technology. The kibble provides a "toothbrush-like" cleaning action as pets chew.



Precise nutrition for adult dogs

Vet Essentials Multi-Benefit +Digestion (1+ years)

Continue supporting their digestive health

Just like Multi-Benefit Puppy food, Multi-Benefit +Digestion is formulated with ActivBiome+ Technology which nourishes their gut microbiome to support digestive health and well-being. Available for small & mini, medium and large breeds.



Promotes a healthy stool & regularity with our clinically proven ActivBiome+ fibre blend



Supports heart health with added taurine, as well as their kidneys and bladder with controlled minerals



Supports muscle health with high-quality protein



Promotes a healthy skin & coat for extra soft snuggles, with nourishing omega-6s, omega-3s & vitamin E



Supports their immune system with a proprietary blend of clinically proven antioxidants (vitamins C & E)



Other foods to consider

Vet Essentials Multi-Benefit Adult

Formulated with high-quality protein to support lean muscles and an optimal fibre blend to promote healthy digestion. Available for small & mini and medium breeds (1-5 years), and large breeds (1-6 years).



Promotes healthy digestion and well-being with an optimal fibre blend



Supports your dog's muscles and bones with high-quality protein



Helps support healthy vital organs with controlled mineral levels



Promotes healthy skin and coat for extra soft snuggles, with nourishing omega-6s & vitamin E



Supports a healthy immune system with powerful clinically proven antioxidants



Supports healthy joints with nutrition enriched with glucosamine and chondroitin (Mature adult wet food only)





All the nutrition a puppy needs is in Hill's Vet Essentials
Visit us online and register for monthly newsletters



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

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