

BLACK GOLD

PET *Premium* FOOD

PRESENTS:

THE PUPPY GUIDE



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YOUR NEW PUPPY

Black Gold® wants to ensure that you have all the resources you need to properly train and care for your new addition to the family. He will need a lot of loving, attention, regular veterinary care, training and proper nutrition. Learning the basics about puppy care and puppy behavior will help establish a lasting relationship.

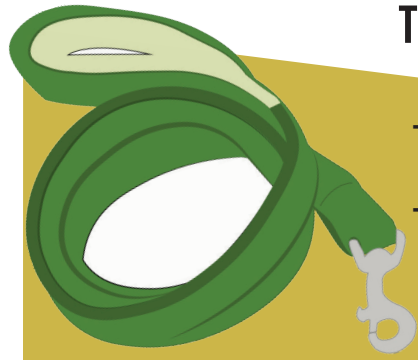
This booklet is a great resource for some quick start up tips on everything for your new puppy; if you have further questions, contact us toll-free at: 1-800-598-DOGS.

WELCOME HOME

The first thing to do is to select a vet; the closer the vet is, the better. It is important to schedule your puppy's initial checkup and vaccinations appointment right away. In case your vet does not work in or operate a 24-hour on-call facility, it is crucial that you find the nearest emergency pet clinic's address and a 24/7 phone number, because like children, pet emergencies will happen at night or on a weekend or holiday when regular vet consultation is not available.

A new puppy will whine or whimper at bedtime or mealtime for the first few days, this is normal, puppy breeds may vary but weaning usually occurs between 6 to 8 weeks of age.

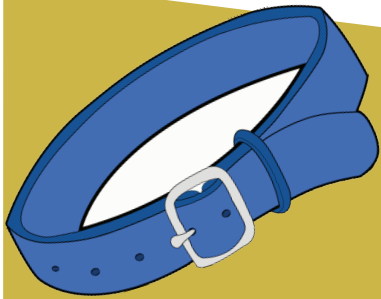
Just after weaning is the best time for puppy/owner bonding. Try to get the new puppy at the start of a weekend or when you will have a few days at home. In this initial time period it is essential not to overwhelm him with too much excitement, noise, or drastically more attention than he will be accustomed to. Try not to disturb the puppy too much when resting, sleeping playing alone, or eating.



THE LEASH

- A SIX FOOT LEASH IS THE BEST ALL-AROUND LENGTH FOR WALKING AND TRAINING.
- THE LEASH SHOULD GROW WITH YOUR PUPPY IN SIZE AND STRENGTH

THE COLLAR



- MADE OF LIGHTWEIGHT LEATHER OR NYLON
- SIZING: MEASURE NECK AND ADD TWO INCHES
- THE COLLAR SHOULD GROW IN SIZE WITH THE PUPPY

DOG TAGS



- A DOG TAG SHOULD BE PERMANENTLY ATTACHED TO THE COLLAR THAT INCLUDES:
 - NAME
 - ADDRESS
 - PHONE NUMBER WITH AREA CODE
- THIS WILL HELP PUPPY GET HOME SAFELY IF HE HAPPENS TO TO STRAY.

PUPPY PROOFING YOUR HOUSE

Puppies are very much like babies in many ways. They are active, curious and they teethe. Unless you plan ahead, a new puppy can get into serious trouble, remember, a puppy has a different vantage point than you do. It will be impossible to 100% puppy-proof your home, but here are a few suggestions:

- Never allow a puppy on a balcony, upper deck or porch.
- For the first several months, never leave a puppy unsupervised inside or outside.
- View any area carefully where a puppy will be confined unattended and consider the worst can happen.
- Securely store detergents, bleach, paint, cleaner, and antifreeze, as this is a pleasing taste to dogs and will lick it.
- Remove or place all poisonous house plants out of reach, these can be dangerous to a puppy's stomach.
- Keep the toilet lid down, puppies will play or drink the water.
- Unplug, remove, or cover all electrical cords and outlets within a puppy's reach. Chewed wires can cause burns, electrocution or fires.
- Always keep medications out of the puppy's reach.
- Secure trash can; besides the big mess, there are plenty of objects can be very harmful to your puppy, such as aluminum can tabs, sharp objects, plastic bags, etc.



CRATE TRAINING

Having a crate is a very important item in your puppy's life. It's a new place to sleep and to go to feel safe. The crate should be large enough for the puppy to stand up and turn around in, but it should not be big enough for the puppy to soil one end and sleep on the other end. There are adjustable crates available to enlarge as your puppy grows.

The crate should have adequate ventilation but the openings should not be of a size that the puppy could potentially get his head or paw stuck. The door and latch should also be substantial enough that the puppy cannot push it open to get his head or paw stuck.

You should have the crate ready when you bring the puppy home, that way you can start crate training him right away. It should be located in as permanent area of the house that has enough space for easy cleaning and draft free. The location should allow for the puppy to observe normal family activity and still feel secure.

Never leave puppies crated for more than eight hours and if you have to be away from home for an extended period during training, get a friend or neighbor to continue the routine.

TIPS ON CRATE TRAINING

- NEVER USE THE CRATE AS PUNISHMENT.
- REFER TO THE CRATE AS "HOME" OR "KENNEL."
- GIVE THEM THE COMMAND TO ENTER WHILE POINTING TO THE INSIDE WITH A TREAT IN YOUR HAND.
- DON'T LEAVE YOUR DOG IN THE CRATE FOR TOO LONG.
 - PUPPIES UNDER 6 MONTHS SHOULDN'T BE CRATED FOR MORE THAN 3 OR 4 HOURS AT A TIME.



PUPPY TOYS: DO'S AND DON'TS

Puppies need to chew to develop their teeth. It's a normal and necessary activity for our dogs. It provides them with exercise and stress relief. However, there are toys that should not be given to a dog. Here are some Do's and Don't of Puppy Toys:

DO'S:

- DURABLE CHEW TOYS THAT CAN WITHSTAND ROUGH PLAY.
- CHOOSE A TOY THAT IS TAILORED TO YOUR DOG'S SIZE.
- RESEARCH THE TOY MANUFACTURER.
- SELECT CHEW TOYS WITH NON-TOXIC INGREDIENTS.
- PROVIDE SUPERVISION FOR YOU PUPPY WHEN HE'S PLAYING WITH HIS TOYS

DON'TS:

- AVOID STICKS AND ROCKS
- BE CAREFUL WITH TUG TOYS, THEY COULD HARM YOUR DOG'S TEETH.
- DON'T GET TOYS THAT INVOLVE BATTERIES
- STAY AWAY FROM STRING TOYS
- RAWHIDES ARE PRONE CHOKING HAZARD
- AVOID TOYS THAT HAVE PARTS THAT CAN BE SWALLOWED
- AVOID TOYS THAT HAVE SHARP ENDS
- TOYS THAT ARE STUFFED WITH ANYTHING SUCH AS BEADS OR BEANS SHOULD NOT BE GIVEN TO YOUR DOG.



HOW TO HANDLE YOUR PUPPY

It is important to know how to properly pick up and hold a puppy. Place one hand under his hindquarters and one under his chest like a cradle. Never pick up a puppy by the scruff on his neck or by his front or hind paws. Avoid rough play and excessive handling and don't wear him down too much, play with him; but give him plenty of time for naps.

It may take a few days before he is fully comfortable to play. He has just experienced a traumatic time and is in a brand new setting. The puppy may not be as playful as you want him to be, give him time and talk to him. Even though puppies can not understand human language, they learn to respond to your voice. Always speak gently and physically treat him the same way.

Children: love puppies, however, it is important to teach children proper care. They must understand that puppies are sensitive; even though in fun, kids should never pull the puppy's ears or tail, squeeze or poke them. Making loud noises or quick movements towards the puppy could be construed as threatening by the puppy. To a puppy, a small child looks gigantic and he may bite or growl due to nature telling him to protect himself. In general, adult supervision should be available at all times for young children interacting with the puppy.

Other Pets: It is a good idea to introduce the new puppy to other dogs or pets in the house with caution; when an older dog or cat is introduced for the first time, a leash or some kind of restraint should be used on both parties. Do not leave them alone together until you are sure they have become acquainted with one another. The resident pet may need extra attention at this time. Let the two animals become familiarized with one another at their own pace, with you in the room.

Socialization: Puppies should have the opportunity to interact with a variety of people ie; friends, family, strangers, etc. so that they learn to maintain a consistent behavior around different people. Your puppy should be introduced to strangers when appropriate. This will reduce his fear of non-family members and make him friendlier in later life. Do not allow the puppy to jump on people from the start. Bad habits are hard to break, even though it is cute and the visitor is being polite. Give him a "sit" command and then help him sit. This does not have to be stern or loud. This way the puppy learns to respond to good behavior as well as unwanted behavior without having a shouting match.

GROOMING TOOLS

Proper grooming tools depend on the type of coat your puppy has. For short-haired breeds, use a brush with natural bristles, soft rubber fingers or a hand mitt. Long-haired breeds need a sturdy wide tooth metal comb and/or a matted-hair splitter. Plan regular grooming session between you and your puppy. Later, you may wish to learn how to trim toenails. If inexperienced however, this is the best left to a grooming expert or the vet.

HEALTH/FEEDING

The health care and proper feeding of your puppy is of utmost importance. A proper diet of proteins, fats, amino acids, calcium, phosphorus and fiber will assure that your puppy matures properly. His muscle, bone and teeth development, stamina and energy, hair coat and skin and cell replacement depends on a well balanced puppy formula. When choosing a food, Black Gold® Explorer™ Puppy Formula is 100% complete and balanced concentrated nutrition your puppy's requirements and also offers DHA from fish oil to support healthy brain and eyes, prebiotics and oatmeal to support healthy digestion, and real fruits and vegetables to provide natural antioxidants. Calcium and phosphorus for strong bones are key nutrients.

GENERAL HEALTH

It's crucial to watch for any drastic changes in your puppy's appearance or behavior. This will help you spot any developing sickness early enough to allow your vet to correct the problem.

Common Symptoms to be aware of:

Eyes: Puppies' eyes should be clear and bright. The whites of the eyes shouldn't be red or yellow. Any excessive teating, discharge, discoloration, cloudy appearance or injury.

Ears: should be clean and without discharge or odor. If the inside of the ear or canal is red, inflamed or hot to the touch, he could have ear cankers or mites. This is not threatening but should be attended to as soon as possible.

Mouth & Gums: a puppy's mouth should be pink in color. Any redness, swelling, or bad breath may indicate infection. Extremely pale or white gums may indicate worms.

Nose: should be clean and wet without discharge. A runny nose could signal the onset of a virus.

Coat: Your puppy's body should be free of injury, lumps or tumors, ticks or fleas, a small lump could be a puncture type of injury or a buried tick. The puppy's hair coat should be silky and shiny. Look underneath the hair near the skin for dandruff, dry skin, excessive greasiness or bare patches.

Legs and Feet: His legs and feet should be inspected for injuries such as swollen joints, cuts or objects lodged between the toes. Toenails should be fully inspected for any moistness or redness at the base of the nails. Toenails should also be kept trimmed short.

Anus: The anus should not have any swelling or indication of parasites. Roundworms may be obvious and tapeworm segments look like rice. If your puppy scoots his bottom along on the ground or carpet, this indicates swollen anal glands or itching from parasites. If your puppy is experiencing diarrhea, difficulty urinating, constipation or blood in the stool or urine contact your vet.

FEEDING TIPS: DO'S AND DON'TS

DO'S:

- **FEED YOUR PUPPY THE RECOMMENDED AMOUNTS LISTED ON THE BACK OF THE BLACK GOLD EXPLORER PUPPY FORMULA BAG, OR THE CHART BELOW. THE FEEDING CHART IS A GENERAL GUIDELINE BASED UPON SIZE AND BREED OF YOUR PUPPY.**

Puppy Feeding Chart (Standard 8 oz. cups) *transition to adult feeding					
DOG SIZE	Dog Age (months old)				
	1-3	4-5	6-8	9-11	12-24
TOY	2/3 - 1	1 - 1 1/2	1 1/2 - 2	2 - 2 1/2	2 1/2 - 3*
SMALL	3/4 - 1 1/4	1 1/4 - 1 3/4	1 3/4 - 2	2 - 2 1/4	2 1/4 - 3*
MEDIUM	1 - 1 3/4	1 3/4 - 2 1/4	2 1/4 - 3	3 - 3 3/4	3 3/4 - 4*
LARGE	1 1/2 - 3	3 - 3 3/4	3 3/4 - 4	4 - 4 3/4	4 3/4 - 5 1/2
EXTRA LARGE	2 - 3 1/2	3 1/2 - 5 1/2	5 1/2 - 6 3/4	6 3/4 - 7 3/4	7 3/4 - 8 1/2

- **FOR VERY YOUNG PUPPIES, IT MIGHT BE A GOOD IDEA TO MOISTEN THE FOOD WITH WATER TO SOFTEN IT.**
- **FRESH CLEAN WATER AVAILABILITY AT ALL TIMES IS JUST AS IMPORTANT AS FOOD. IN COLD CLIMATES, IT IS MORE IMPORTANT.**
- **A PUPPY'S FOOD AND AMOUNT SHOULD BE KEPT CONSISTENT EVERY DAY.**

DON'TS:

- **IT IS NOT NECESSARY TO SUPPLEMENT YOUR PUPPY'S DIET WITH VITAMINS, MINERALS OR MEAT.**
- **DO NOT LET YOUR PUPPY GET OVERWEIGHT. HIS STOMACH SHOULD NOT PROTRUDE WHEN LOOKING DOWN ON TOP OF HIM. YOU SHOULD BE ABLE TO FEEL HIS RIBS.**
- **DO NOT FEED PORK, CHICKEN OR FISH BONES. THESE CAN SPLINTER AND BECOME LODGED IN THE THROAT OR PUNCTURE THE STOMACH LINING OR INTESTINAL TRACT.**
- **DO NOT FEED TABLE SCRAPS. THESE CONTRIBUTE TO OBESITY AND ALSO CREATE FINICKY EATERS.**
- **DO NOT CHANGE THE LOCATION OF YOUR PUPPY'S FOOD AND WATER BOWLS.**
- **ADDITIONAL SUPPLEMENTS ARE NOT RECOMMENDED.**

PUPPY BEHAVIOR

Now that you're a new puppy owner, you have new responsibilities. You have to help your puppy develop properly and enjoy a healthy, happy life. Puppies and grown dogs have certain behaviors. You need to know how to handle these behaviors and be in a position to mold your dog into your household.

TRAINING

- ALWAYS be firm but very gentle with commands
- ALWAYS be consistent and follow through with commands
- NEVER hit a puppy for disobeying and always reward good behavior with love or a treat.
- **Puppies understand different tones of your voice:**
- A high-pitched tone motivates them. Use this when you want them to come to you.
- A calm medium tone gives the impression of control. Use this tone when giving commands.
- A low tone is equated to another dog's growl. This tone should be used for "no" or to voice disapproval.
- Use the puppy's name often during the training phase.
- Teaching him to "come" should be the first thing he learns. When he does come, always give love and praise. He will soon associate good feelings with desired behavior.

HOUSEBREAKING

Puppies should be free of parasites (dewormed) and vaccinated for diseases prior to outdoor bathroom training for two reasons: he could easily contract a disease outside if not vaccinated and he will not be able to control his bowel if infested with parasites.

As mentioned previously, consistency is key to any kind of training. A puppy's stomach is sensitive so his diet and feeding time each day should be the same. He will always eliminate shortly after eating each day. So after eating, take him outside to the same spot. Use your higher toned voice to encourage him to go by repeating "outside" or "potty." He will soon associate this with going to the bathroom. Praise him when he does his business. Take him inside immediately so he doesn't get this business confused with outside play time. There will be other times he needs to "potty" such as after naps, after play, just before bedtime, etc. Use the same routine each time and always go out the same door. Soon he will begin to tell you he needs to go outside by scratching or sniffing at the door or barking and going for the door. However, emergencies and accident will more than likely occur.

When you see him sniffing the floor, turning in circles or squatting, grab him quick and take him to his outside spot. Take him out first thing every morning so he learns that this time is appropriate instead of going in his crate at night. During housebreaking, when he is out of his crate, he should not have the run of the house unless supervised. By the same token puppies should not be confined to their crate for long periods of time either. Daily routines such as feeding time, play time, nap time, etc. should be kept on the same schedule for as long as possible.

Housebreaking usually takes about six weeks. Don't punish the puppy for having an accident, delayed punishment only confuses him. Instead, take him to the spot, and say "NO" in the low pitched tone, clean up the mess and take the towel and puppy to his spot. When the puppy sniffs it, he will gradually begin to understand. If an accident occurs in the house, clean the area with a special pet odor eliminator afterwards, household products will eliminate the smell for you but the puppy can still smell it and return to the same spot again.

CRYING

Puppies thrive on companionship. When left alone they will typically whine or cry. Let the puppy spend short periods of time in his crate when you're at home. Love him and play with him when you take him out. Being absent for an increasing length of time and then follow the same play routine when you return and let him out. Your puppy will become comfortable with you being gone and his faith that you will return becomes stronger. Chew toys help the loneliness and sometime a radio will help him feel secure.

BITING & CHEWING

When a puppy gets in the habit of growling during play or other times, this may lead to problems with biting if not corrected. Once they get away with the first instance of uncorrected snapping, the problem gets increasingly harder to stop. When he growls, put him on a leash and jerk it firmly upward and use the low tone voice of "NO." More likely than not, the puppy may bite during play, not realizing that he can hurt with his sharp little teeth. If he doesn't stop the aggressive behavior stop playing. This will signal him that you are unhappy with his behavior.

Puppies chew on things because of teething, stress or boredom. Chewing is a bad habit and should be controlled immediately. Supplying the puppy with plenty of safe chew toys helps eliminate boredom. Ice cubes may help the teething issue. The same rules apply to chewing as other aspects of training. When you catch him chewing on something that he is not supposed to, use the low-pitched tone and "NO" then supply him with a chew toy to direct his attention away from the "sofa" or "shoe," praise him when he accepts the toy. There are bad-tasting spray products available a local pet store to keep puppies from chewing on unwanted items.

WANDERING OFF

It is a dog's instinct to chase a moving target or to explore new territory. The best approach to stop these behaviors is with a long leash. When he takes off, give him a jerk or possibly several when he reaches the limit and back it up with a sharp "NO." If leaving the confines of the yard, the same procedure would apply when he gets to the boundary.

JUMPING UP ON PEOPLE AND BEGGING

To eliminate the jumping up habit, use the leash and pull down while giving the low-tone command "OFF." When he starts to back away from fear, use the command: "SIT." Help him sit and if he does, give him praise and pet him. This may take several sessions.

Begging is a very hard habit to break, but here are ways to keep it from occurring:

Rule Number One: Never feed him from the table.

Rule Number Two: Feed him his own food before your mealtime.

Rule Number Three: Ignore him when he shows up to the table. If he is intent upon begging anyway, a stern "NO" may help or it may be necessary to crate him during meals to teach him that begging is not acceptable behavior.

BARKING

Barking will happen, especially during play time or before meal time; however, excessive barking is unacceptable. He may bark to protect his territory, especially if he is of a more aggressive breed. Barking may stem from boredom or lack of attention. Most barking can be corrected in a short time with the routine "NO" in a low tone and praise when he stops. If the barking still continues, more exercise, attention, or more active play times may become necessary.

OBEDIENCE

Leash training can start as soon as you bring your new puppy home. He won't like it at first but with patience and kind coaxing he will learn quickly. To start, let him wear a collar and leash around the house. When he gets about three months old, he should be fully leash trained and should get regular walks once or twice a day. Obedience training in other areas may start around six months of age. When starting obedience training, keep it short. A puppy's attention span is limited, training sessions can be numerous times daily but no more than 5-15 minutes at a time. Continue showing the puppy what you want him to do, then praise him when he succeeds. Dogs do not reason, they learn by repetition and rewards for certain behaviors. As mentioned in earlier sections, our puppy needs to know who is boss.



COMMANDS

“Come” command can be introduced around seven or eight weeks old. Use the “come” command when you feed him, this should get instant reward. You may also train with a leash. With the puppy on the leash at a distance from you, call him “come” and gently tug on the leash. Bend or squat down to his level when attempting this. When he finally comes to you, praise him.

To start “sit” training, hold a piece of puppy kibble over his head and move it toward his back while you command “sit.” When he goes into a sitting position, praise him and give him the reward. “Stay” is a little more difficult to teach, but with patience can also be learned. With the puppy sitting beside you, hold the leash above his head with enough tension to keep his head in place. Place your other hand in front of his muzzle. Holding him in place, say “stay” and step forward with one foot. Continue this process by increasing the number of steps gradually. If he breaks and comes to you, repeat the command and hold your hand in front of his muzzle to keep him back. If he tries to turn and run away, do not call him or scold him. Go get him and start over. Once again, the key here is patience, short training periods and do not expect to accomplish too much too soon. “HEEL” is much the same in nature but different. With the puppy to your side, step forward. If he doesn’t move, tug the leash and call his name, if he runs ahead, let him. When the leash pulls taut, say his name and “HEEL,” this takes lots of repetition. When he finally learns to come along side of you, insert the “SIT” command and he will eventually do this automatically.

EXERCISE & PLAYTIME

Involve the puppy with varied activities and introduce him to different environments. Puppies require lots of exercise and playtime. A daily routine of play improves the puppy’s social skills, creates needed exercise and strengthens the bond between you and your puppy. His playtime and socialization should be varied. Take him in the car on a family outing, on a picnic or a walk in the park.

6-8 WEEKS

- ## 9-10 WEEKS

- ## 6-8 WEEKS

- # ANNUALLY

- # EVERY 3 YEARS

- # PUPPY MILESTONE'S

[illegible]