

THE **ULTIMATE GUIDE** TO **CARING FOR YOUR** **NEW PUPPY**

There's no question that it's exciting to adopt a new puppy. You've picked out a name, maybe you've visited a shelter once or twice or you're anxiously waiting to bring home your new family member from a breeder. As exciting as it is, preparation is the key to giving your new bundle of joy a smooth transition into their new home.

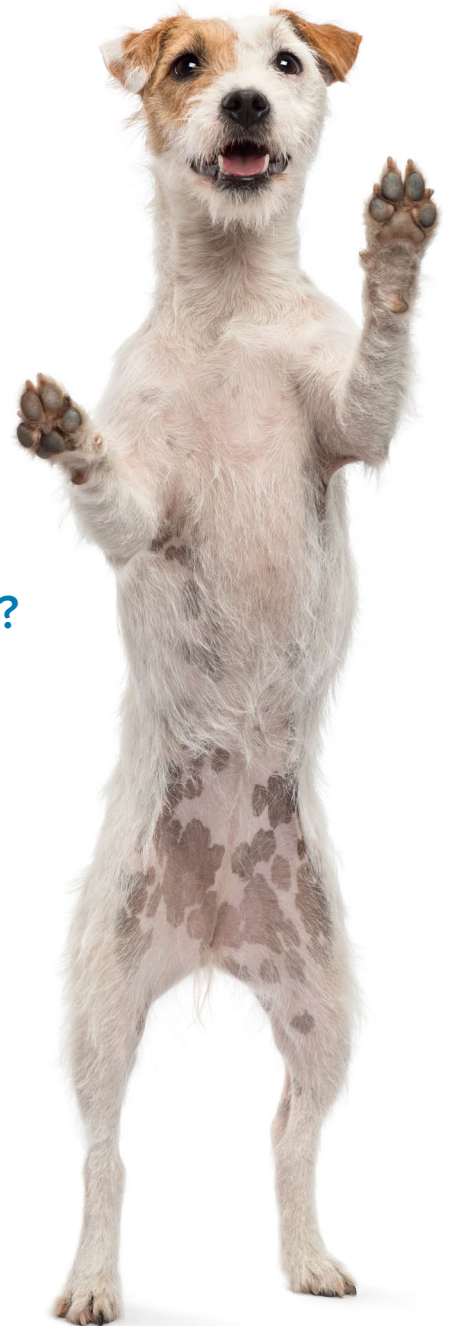


petsecureTM
CANADA'S PET INSURANCE

This guide is meant to include answers to common questions about bringing puppies (or dogs!) into a new home.

We've also included a bonus recipe for making dog treats!

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TIPS FOR BRINGING HOME A NEW PUPPY (OR DOG)!

If you're bringing a home a new dog, keep these tips in mind to help your new furry family member settle in!



Make sure all family members are on board with a new dog. Set up rules and routines for the whole family.



Have all pet supplies ready before you bring your new dog home.



Pet-proof your home. Remove anything that your dog could damage as well as anything that could harm them.



Make sure to stay calm and allow your dog to say hello to everyone. Make slow introductions with resident pets.



Puppies and dogs will benefit from obedience class where they can socialize and learn basic obedience.



Visit the vet for a complete checkup and vaccinations.

HELP DEVELOP YOUR PUPPIES' SOCIAL SKILLS

Now that you've brought your new pup home, focus on what you can do to make them comfortable and well behaved.



Introduce new things early

New scents, environments and sounds help desensitize puppies to changes. Keep new experiences positive with plenty of treats!



Crate train

Learning to be alone can help your puppy remain calm in social situations. If you're going to crate train, start doing it from day one.



Handle your pup

Regularly touch your puppy's ears, toes, and mouth to familiarize them with the feeling of nail trims, teeth brushing, grooming and vet visits.



Encourage alone time

Just like children, dogs can develop separation anxiety. Discourage any unhealthy attachments by giving your pup some toys and leaving them alone to play.



Stay up to date with vaccines

If your puppy is too young to be fully vaccinated, avoid places where there are lots of dogs around, like the dog park and classes.



Sign up for puppy classes

When your puppy is fully vaccinated, check with your local rescue shelter or doggy daycare for puppy classes.

HOW TO CRATE TRAIN YOUR PUPPY



Many dogs naturally look for small, enclosed spaces to relax – think of a fox in a den. We can use this trait when bringing home new dogs, especially puppies. A crate gives your puppy a safe space and facilitates potty training. Dogs accustomed to their crate are safer in your vehicle and have an easier time going to the vet and groomer.

Facilitate Puppy Success

Take your puppy outdoors as soon as they are released from their crate, within 15-20 minutes of eating, play, or with any change in their energy or household activity. Go with your puppy – every single time – and reward peeing and pooping with food, verbal praise, or play. Puppies potty train more quickly when we actively show them the correct place to go.

Crying in the Crate

Remember that puppies are leaving their mom and siblings and feel abandoned during those first few days in your home. Encourage the pup to use their crate to get treats and store toys. Play with your pup until they are tired and then place them in the kennel with a food-stuffed chew toy reserved only for crate time. Close the kennel door for a few minutes.

Ignore whining and crying but always check in with your puppy when they are quiet – even if you only get 5 seconds of quiet time. You may have to do this often at the beginning, but the times in-between crying will get longer. Most dogs will acclimate to the kennel within a week or two.

Accidents Happen

Whether it's in front of you or while you're out of sight, ignore the accident. Take your puppy outside and reward if they do pee or poop. Puppies who are punished for having accidents become fearful of their owners instead of learning to eliminate outside. Clean accidents with an enzymatic cleaner to decrease odours.

Safety tips for you dog

Be sure your yard is escape proof if you allow your dog outside unsupervised. Your dog should have at least one 20-minute walk outside daily to help release energy and explore different environments. Be sure they have a proper fitting collar or harness they can't remove by themselves. A microchip and/or tag with your contact information is recommended if they become lost. Your dog should be up to date on vaccines if socializing with other pets and receive veterinary parasite prevention to reduce the risk of parasites.

WHY IS YOUR DOG BARKING – AND HOW TO GET THEM TO STOP



Why is your dog barking?

A barking dog has something to say. If you don't know why your dog is barking and you need them to stop, the first thing you need to do is find the cause.

Could it be fear? Excitement? Boredom?

If you discover your dog is barking because they are afraid, or made uncomfortable, try to give them space. If it can be avoided, try not to put your pup in similar situations in the future.

When your puppy is excited or bored, they might bark to get your attention!



If you're barking back at your dog – stop!

Verbal corrections can be seen as encouragement to continue barking. Your pup may be thinking “Yay, Pop is barking with me!”



Remove or decrease the trigger

Identify if your puppy will be triggered by certain people, animals or moving object. Once you've found the cause, cover the lower part of doors and picture windows with semi-opaque window film to block their ability to see.



Give your dog a new job

Train your puppy to fetch a toy and move to a mat or go ring their own doorbell. Practice at quiet times to develop strong habits.

ARE YOU WORRIED ABOUT SEPARATION ANXIETY IN YOUR DOG?

Are you wondering how your dog will react if you regularly need to be away from home?

Monitor your dog's body language as you follow these tips:



Create a safe space

Have quiet time apart during the day. You may use a crate, a mat across the room, or sit on opposite ends of the couch.



Promote your dog's relaxation and comfort

Use a white noise machine, canine pheromones, or pet-safe essential oils.



Incorporate independence-building games

Play hide and seek with their toys or use a snuffle mat to keep your dog's mind busy.



Encourage your dog to be comfortable in their own space

Let them look forward to your departure so they can find their rewards.



Separation anxiety is a behaviour disorder that requires diagnosis and management by your veterinarian.

MAKE YOUR OWN DOG TREATS!

Making your own dog treats at home is a fun activity for you and your family. It's rewarding for your dog too! It allows you to get in the kitchen, use your hands and bake something!



Ingredients:

- 2 ½ cups whole wheat flour (you can substitute with regular flour or oats if your dog is sensitive to wheat)
- 1 egg
- ½ cup beef or chicken broth (or 1 tsp. beef or chicken bouillon mixed with ½ cup hot water)
- Optional: oats, liver powder, wheat germ, shredded cheese or bacon bits

Directions:

- Preheat oven to 350° F
- Mix dry ingredients, then slowly add the chicken or beef broth
- Mix with hands and knead until the dough forms a ball (this could take up to 3 minutes)
- Roll dough with a rolling pin to approx. ½ inch thickness
- Use a cookie cutter to create bone shapes or just slice into rectangles
- Place dough pieces on a lightly greased cookie sheet
- Bake for 30 minutes until golden brown and set
- Allow to cool and store in an airtight container in the freezer for up to 6 months

Benefits to making your own dog treats

You know exactly what's in them

Because you've made them yourself, you know you've made your doggo a delicious and nutritious snack, free of additives and mystery ingredients.

Something different

If your dog is used to one brand of treat, making them something that looks, smells, and tastes different is a good way to keep them interested. It also give them something extra special to snack on!

Prevent unhealthy additives

Lots of commercial dog treats have preservatives to help with their shelf life. Treats may have fillers or byproducts instead of natural high-quality ingredients. Most store-bought treats aren't bad for your dog but switching it up once in-awhile with something homemade is a way to provide a healthier alternative!

Things to consider when making homemade dog treats

Keep in mind, if your pet has any allergies or sensitivities to certain ingredients, find a substitute for or omit those ingredients. You'll also want to check the labels to make sure there's no cross contamination with the ingredients you are using. For example, if your dog has a wheat sensitivity, make sure the flour you're using isn't processed at a facility that also processes wheat products (the label should say "wheat free"). If you're experimenting with new flavours, feed the new food to your dog in a small amount to see how he or she reacts before adding it to a whole batch of treats.

PET HEALTH INSURANCE GIVES PEACE OF MIND

Pet insurance can help with reimbursement for medical costs. If your pet gets sick or has an accident, Petsecure covers diagnostics, X-rays, hospitalization, surgery, medication and more.



We believe you should have the freedom to make decisions about your pet's medical care with your heart, not your wallet.

How does it work?

1

Get a quote and then purchase a plan that suits your budget and has the coverage you're comfortable with.

2

Satisfy the waiting period. For accidents, the waiting period is 48 hours, 14 days for illness and six months for dental coverage.

3

Make a claim. Pay your vet bill and have an authorized veterinary clinic employee complete the claim form and sign it.

4

Send your completed claim form and relevant receipts to us. Your applicable reimbursement will be sent to you via cheque or direct deposit.

PET HEALTH INSURANCE TERMS TO KNOW

Co-Insurance

Co-insurance is the portion of the claim that the policy holder is responsible for. Petsecure covers 80% of eligible veterinary fees. The 20% of the claim that the policy holder is responsible for is referred to as co-insurance.

Petsecure believes that co-insurance is a way of sharing in responsible pet ownership and ensuring that premiums are kept affordable.

Deductibles

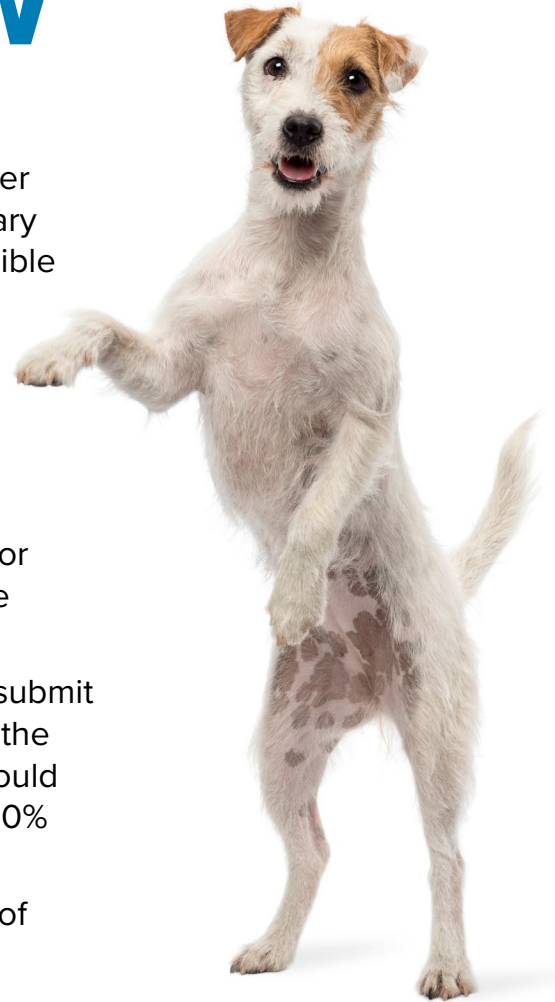
The annual deductible is an amount that must be satisfied, or subtracted from claims prior to being reimbursed - it is once per policy year.

For example - if you have a \$100.00 deductible, when you submit a claim, we will take 80% of eligible expenses and subtract the \$100.00 from the total, all eligible expenses beyond that would be paid out and then for the rest of the policy year simply 80% of your claims would be paid out up to your policy limits.

If you submit a smaller claim, it will help to satisfy a portion of that deductible until met.

Pre-existing conditions

A pre-existing condition is a condition, or illness that has shown signs or symptoms prior to your policy, or within your waiting periods. This applies with or without a confirmed diagnosis.



Pet insurance takes the financial stress out of veterinary visits. It can reimburse costs for accidents, illnesses, behaviour issues, wellness, dental care and more!

It's ideal to set up an insurance policy when your dog is younger, before any medical problems develop. The average premium for dogs in 2020 was \$369/year¹ (approximately \$31/month), and all it takes is 1-2 minor accidents or illnesses to justify the cost.

Consider putting 'money away' each month into a pet insurance premium. Pet guardians will have access to potentially thousands of dollars after any waiting periods.

¹ 2021 North American Pet Health Industry Report, <https://naphia.org/industry-data/section-3-average-premiums/>

ABOUT PETSECURE PET HEALTH INSURANCE PLANS



What's covered?

- Up to 80% of your vet bill, including the exam fees and taxes
- Accidents and illnesses
- Diagnostics
- X-rays
- Emergency care and hospitalization
- Surgeries
- Medications
- Dental coverage – cost of annual cleanings or problems with the teeth or gums
- Other benefits like boarding/kennel fees, lost pet advertising and more
- Alternative treatments like acupuncture or massage
- Behavioural therapy
- Medical devices

What isn't covered?

- Any condition where signs or symptoms were showing before the policy started or before the end of the waiting periods
- Optional or elective treatments you choose to have carried out that aren't directly related to an insured accident or illness
- Food and special diets
- Spay or neuter surgery
- Pregnancy and whelping

Visit petsecure.com or call **1.800.268.1169** for a free quote!

Petsecure is available to residents of Canada and provides coverage to eligible pets. All coverage described in this document is subject to the terms, conditions, limitations, and exclusions contained in our Policy Wordings. In the event of a discrepancy between the content of this document and your Policy Wordings, the Policy Wordings govern.

ABOUT PETSECURE PET HEALTH INSURANCE PLANS



Are there different plans I can choose from?

Yes – there are four different plans you can choose from depending on your budget and comfort level.

Does the plan include dental coverage?

Yes – every plan level has an annual coverage amount that can be used towards routine dental care.

Are there waiting periods?

Yes – 48 hours for accidents, 14 days for illness, and 6 months for dental, cruciate, and intervertebral disk disease.

Are hereditary conditions, like hip dysplasia, covered?

Yes – hereditary or congenital conditions are included in coverage, as long as they're not pre-existing.

Are there options for coverage for routine care?

Yes – our Secure 4 plan includes wellness coverage that can be used for annual exams and vaccinations, annual bloodwork, flea control, preventative heartworm medication and more.

Are vet exam fees and taxes covered?

Yes.

Is there coverage for alternative therapies?

Yes – when prescribed by a vet, we cover things like homeopathic treatments, stem cell therapy, laser therapy, physiotherapy and more.

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