

EMBRACE[®]
PET INSURANCE



PUPPY 101

AN OWNER'S MANUAL

Basic Care

NEW PUPPY SHOPPING LIST

A new puppy requires a few must-have supplies – and some that are just for fun. Be sure to stock up.

Collar & Leash

Pick a collar that is appropriate for your puppy's size and make sure to adjust the fit. A collar that is too tight can be uncomfortable for your puppy but one that is too loose could slip off.



Tags/Microchipping

Identification tags are an essential accessory for any puppy's collar. If your puppy runs away, the information on those tags can be the one thing that brings him home. Microchipping is another valuable and inexpensive tool to increase your pet's chance of making it home should he get lost.

Food & Water Bowls

Food and water bowls come in all shapes, sizes, colors, and materials. Puppies are tough on everything, and bowls are no exception. You should pick something that is durable.

Crate

Dogs are den animals and often feel safest in a small dark space they can call their own. A crate provides your puppy a feeling of security and you with an excellent training tool. When you can't supervise your puppy, the crate is a place where you know he will be safe.

Toys

Puppies love things they can play with. If it rolls, squeaks, or bounces, a puppy will want it! Dog toys are not only fun for pups, they help your dog's development. Puppies need durable toys that can stand up to tough play and chewing.

Treats

A new puppy will spend lots of his time learning, and you'll spend a lot of your time training. Build a positive learning experience with your new puppy by giving him lots of healthy treats along the way.



Your new puppy will quickly become a cherished member of your family. Here are some tips for providing your puppy with everything he needs.

PUPPY PROOFING YOUR HOME

Before bringing your new puppy home, take a look around your house. You might even consider getting down on your hands and knees to look at things from a puppy's perspective. What dangers do you see?

Indoors

To a new puppy, everything is a potential toy or snack. Put away anything that you don't want your puppy to chew – especially electrical cords. Consider purchasing a baby gate for off-limit areas. Make sure any poisonous household products and plants are stored away or out of reach.

Outdoors

If you have a fence, be sure to inspect it for holes, gaps, or loose sections. Some puppies love to dig and will attempt to dig under the fence. If there's a gap between the fence and the ground, consider filling it with chicken wire. Remove any chemicals, fertilizers, herbicides, or poisonous plants.

FEEDING YOUR PUPPY

You've probably heard the phrase "you are what you eat." This applies to your puppy too. To help him grow into a healthy dog, you'll need to feed him right. Select a dog food that is specifically formulated for puppies.

How To Feed Your Puppy

Once you've selected your puppy's food, follow serving guidelines on the bag based on your puppy's weight and activity level. Different foods have different calorie counts, so if you are transitioning between foods, don't assume that the same serving size will work.

Depending on your puppy's age and size, you will likely start out feeding him three meals at set times of the day. As your puppy ages, you may want to transition him to two meals a day. Always feed your puppy in the same bowl in the same place to teach him consistency. While feeding is done at set times, make sure that water is **always** available to him.

SOCIALIZATION

Socialization is a key part of your puppy's development into a well-adjusted dog. A poorly socialized dog will likely have issues with fear and aggression and is more likely to fight with other dogs and humans.

Here are a few tips for socializing your puppy:

- Start early! Even the youngest puppy can benefit from socialization
- Invite friends to meet your puppy
- Take your puppy to new places with you
- Introduce your puppy to new sights and sounds

Introducing Your Puppy To...



Dogs

Already have a dog at home? Consider introducing your current dog and the new puppy in a neutral area like a park. Keep both dogs on leashes so that you can control their interactions. Let them sniff each other, interact, and, if all goes well, play. Let your dogs establish their own territories and power structure within reasonable limits.

Cats

Always allow your cat to become acquainted with your new puppy on his own terms. Be sure to give your cat a safe place where he can escape the energetic puppy, preferably some place up high where he can't be reached.



Kids

Children often don't understand that puppies need to be handled with care. For this reason, all interactions that children have with a new puppy should be closely supervised. When bringing your new puppy home, have children sit on the floor and let the puppy come to them.

GROOMING

While some grooming should be left to the professionals, there are a lot of things you can do to keep your puppy looking his best.

Brushing & Shedding

Most dogs shed; it can't be avoided. As old hair dies and new hair grows in its place, dogs shed the dead hair (and skin) much like humans. To keep your puppy's coat healthy and avoid excess fur in your home, brush your puppy regularly. The sooner you start brushing your puppy, the easier it will be.

Bathing

Your puppy's breed (or his tendency to get dirty) will determine how often you need to bathe him. If your puppy is small enough, start out in the kitchen sink.

Bathing Tips:

- Use warm water
- Use gentle canine shampoo – human products are too harsh
- Speak to your puppy in a soothing tone
- Massage the shampoo into your puppy's coat gently
- Rinse thoroughly
- When you're done, have a towel handy because your puppy's first instinct will be to *shake!*

Nail Trimming

Nail trimming is important, especially for puppies since their nails are often very small and sharp. Long nails are more likely to catch on things, rip, or, in the long term, lead to paw problems. You can use dog nail trimmers at home or take your puppy to a groomer or veterinarian to do the job.



Pet Insurance

Puppies are sweet, cuddly, adorable, and unpredictable. No matter how much you plan, they will find a way to surprise you – by swallowing something, acquiring a mysterious illness, or breaking a bone. Pet insurance can help you manage the unexpected.

Pet insurance isn't a way to save money on veterinary bills, it's actual insurance just like for your car or home. There are lots of pet insurance plans available, but they aren't all the same. Each company differs in what they cover, what they exclude, what they cost, their level of customer service, and how they pay claims.

Embrace Pet Insurance offers comprehensive, personalized coverage, exceptional customer service, and the peace of mind that comes from knowing your pet is protected for life.

What It Covers

Embrace policies cover all the basics that you would expect: accidents, illnesses, diagnostic tests, surgery, and more. But Embrace also covers some things that some other pet insurance companies don't, including breed-specific conditions, ER & specialist care, exam fees, alternative therapies, cancer treatment, and chronic conditions.

What It Doesn't Cover

The most important thing to note with any pet insurance company is that pre-existing conditions are not covered. A pre-existing condition is something that your pet had, was diagnosed with, or showed symptoms of before enrolling in pet insurance or during a waiting period. To avoid pre-existing conditions, you should insure your puppy early before he develops any major conditions or illnesses.

Other exclusions include cosmetic procedures (such as tail docking and ear cropping), pregnancy, breeding, and DNA testing.

A full list of exclusions can be found at EmbracePetInsurance.com/coverage.



What It Costs

Pet insurance prices vary widely, but on average you can expect to pay around \$30-\$45 per month. However, you shouldn't compare pet insurance plans based on price alone. In general, policies that cost more will cover and reimburse more when you submit a claim.

Wellness Rewards*

Beyond standard coverage for accidents and illnesses, Embrace Pet Insurance also offers a wellness plan for routine wellness items that can be purchased in addition to your insurance policy. Routine care adds up quickly for a puppy.

Embrace's optional routine care plan, Wellness Rewards works like a health savings account that you can use toward routine care like wellness exams, vaccinations, spay/neuter surgery, grooming, flea, tick, and heartworm medications, and much more. You pay in each month and Embrace adds a little extra to help you budget for these expenses. Plus, the full allowance becomes available to you the day you sign up.

There are a lot of pet insurance companies out there, and each one is different. Do your research and make the choice that is right for you. Don't know where to start? Petinsurancereview.com is a completely independent source that features customer reviews.

* Wellness Rewards is not available in RI.

Visit **EmbraceYourPuppy.com**
to get your free quote today.



Health & Veterinary Care

IMMUNIZATIONS/VACCINATIONS

Core vs Noncore

According to the American Animal Hospital Association (AAHA), core vaccines are generally recommended for all dogs to protect against diseases that are more serious or potentially fatal. These diseases are found in all areas of North America and are more easily transmitted than noncore diseases. The AAHA guidelines define the following as core vaccines: distemper, adenovirus, parvovirus, and rabies.

Noncore vaccines are those reserved for patients at specific risk for infection due to exposure or lifestyle. The AAHA guidelines classify kennel cough, Lyme disease, and leptospirosis vaccines within the noncore group.

DHLPP

D = Distemper, H = Infectious Canine Hepatitis, L = Leptospirosis, P = Parainfluenza, P = Parvovirus

This vaccination should be given to your puppy between six to eight weeks of age and then every three to four weeks until they reach sixteen weeks old. A booster vaccine is given at one year of age and then every one to three years thereafter.

Rabies

The rabies vaccine is given after your puppy is 12 weeks old and again at 1 year. It is typically given every three years after that. Rabies is a severe disease that affects your pet's neurologic system and can cause aggression, stumbling, seizure, and acting like he is in a stupor. The vaccine is required in many municipalities.

Bordetella

This is a bacterial disease that causes kennel cough. The vaccine is recommended for dogs who are going to attend doggie daycare, be boarded in a kennel, or will be around other dogs in a confined space like dog shows or obedience classes. The vaccine is given every six months to one year.



Aside from the basic care that you can provide, your new puppy will also need protection from pests.

FLEAS, TICKS & WORMS – OH MY!

Fleas

Fleas are tiny insects that grow by feeding on the blood of other animals. Fleas reproduce quickly and can infest your home in just a short time. It can be a frustrating cycle that can cause medical problems for animals and humans if left untreated.

When selecting a flea treatment, look for a monthly preventative that kills both adult fleas and larvae while preventing reproduction.

Ticks

Similar to fleas, ticks latch onto your pet and feed off his blood. The worry with a tick lies in the diseases it can carry as they pose a danger to pets and humans alike. Many flea preventatives include tick management. Talk to your veterinarian to learn more.

You should also inspect your dog for ticks regularly. If you spot one, grasp it close to the dog's skin, twist and pull straight up to unlock the mouth and remove the tick. Once removed, flush, burn, or otherwise destroy the tick. Contact your veterinarian with questions.

Heartworm

Heartworm is spread by the bite of a mosquito infected with the heartworm larvae. It has been reported in all 50 states, and while it is easy to prevent, heartworm is difficult to cure.

The cost of heartworm prevention is minimal. Puppies should start on a heartworm preventative at eight weeks of age and be tested for heartworm at seven months, then yearly thereafter. Discuss the best preventative options for your puppy with your veterinarian.

Intestinal Parasites

Heartworm isn't the only "worm" you have to worry about. Intestinal parasites, including hookworms, whipworms, and roundworms, can lead to poor health. These parasites are passed through stool and can be dangerous to humans and other pets. Regular stool tests are recommended.

SPAYING OR NEUTERING YOUR PUPPY

Unless you plan to breed or show your puppy, spaying or neutering can provide valuable health and behavioral benefits – and it guarantees that your puppy won't contribute to pet overpopulation.

Spaying a female before her first heat cycle significantly reduces the risk of breast cancer, uterine infections, and other types of cancer.

Neutering a male helps prevent mounting, marking, and aggression and completely eliminates the chance of testicular cancer.

DENTAL CARE

Dental care should start as soon as you get your puppy. Consider investing in treats and toys that promote good dental health. Chewing is a natural instinct for your puppy and helps scrape away tartar, plaque, and built-up food. Take advantage of bones and chew toys.

Start brushing your puppy's teeth early. Brush regularly so it becomes part of your pet's routine – at least once a week. Even dogs who have their teeth brushed regularly will likely need the occasional dental cleaning.

Make sure your puppy gets regular check-ups so a veterinarian can monitor his teeth.

FIRST AID & CPR

Knowing what to do in an emergency can save your puppy's life. Be careful to avoid being hurt, bitten, or scratched by your puppy; even the most docile and loving pet can get stressed when sick or injured.

Finding your puppy isn't breathing or has no heart beat can be a terrifying experience. It is important to stay calm and perform CPR. Talk to your veterinarian to learn the best CPR practices for your puppy.

POISONOUS SUBSTANCES

There are many substances that are poisonous to dogs. These should be locked away or stored out of your puppy's reach. Symptoms of ingestion of a poisonous substance include vomiting, diarrhea, difficulty breathing, abnormal urine, salivation, and weakness. If you think your pet might have ingested something toxic, call your veterinarian or poison control immediately.

HOUSE TRAINING

House training your new puppy requires patience, dedication, and accepting that there are going to be accidents.

To start, take your puppy outside frequently – every one to two hours, and especially when he wakes up, during playtime, and immediately after he eats or drinks. Using short commands like “go potty” can help to remind your puppy what to do. To teach the command, say it as your puppy is eliminating so he associates the action with the command. If your puppy does go to the bathroom outside, reward him immediately with praise or a small treat.

On average, a puppy can hold his bladder one hour for every month of age. For example, a four-month-old puppy should be able to hold it for four hours. Forcing your puppy to hold himself longer than that will likely lead to accidents.

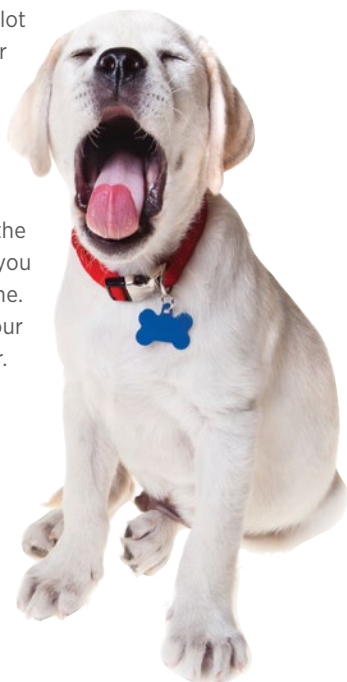
If you cannot supervise your puppy, place him in a crate or small contained area. Dogs don't like to eliminate in a confined space.

CRATE TRAINING

As discussed before, dogs are den animals. Having a place where they feel secure gives them a place they can call their own. Dogs retreat to their den to sleep, hide, seek refuge, and sometimes, to misbehave. In the home, the crate serves as your puppy's den.

Crate training will take time and patience. Put the crate in a common area of the house where you spend a lot of time. Place a blanket or soft towel inside so your puppy can sit or lay down comfortably. Leave the door open and let your puppy explore it at will. If he is not inclined to go in on his own, try enticing him with treats or his favorite toy.

Once your puppy is comfortable being closed in the crate for a significant time (about 30 minutes), you can try leaving the house for a short period of time. Slowly build up the time away, but do not keep your puppy crated longer than he can hold his bladder.



Protect your new best friend with Embrace Pet Insurance.

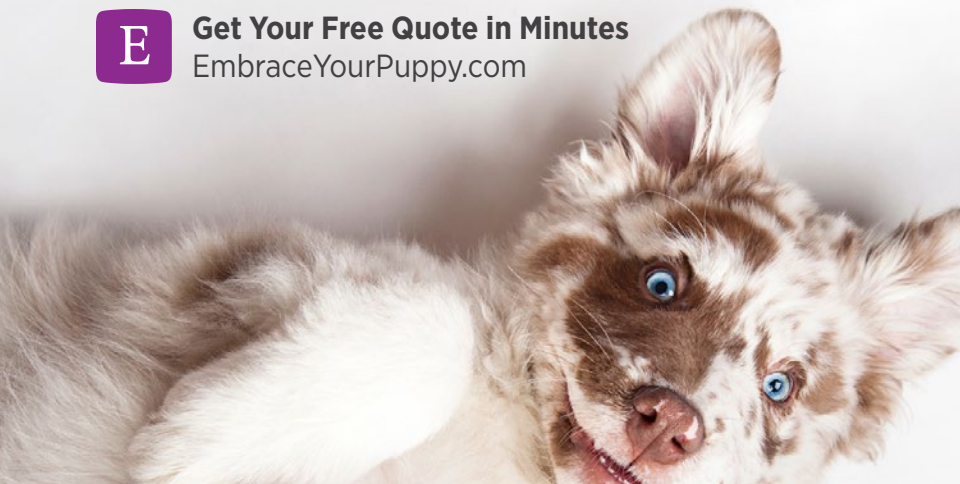
Your puppy is the newest member of your family and needs all the support he can get. Let Embrace give you the peace of mind you deserve to provide the best care for your furry family. With Embrace you get:

- Up to 90% back on vet bills using any vet
- Personalized insurance plans to fit your family
- An unbeatable flexible wellness program*
- Claims payments you can take to the bank

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