

## Keep in touch



If you have any questions about your puppy or any of the issues raised in this booklet, there are a variety of ways in which we can help.

The PURINA® BETA® website contains everything you need to know about the natural ingredients in PURINA® BETA®, as well as offering information on the full range of PURINA® BETA® products and advice on which diet or food may be suitable for your dog once he matures into an adult.

[www.purina-beta.co.uk](http://www.purina-beta.co.uk)

The PURINA® website contains a comprehensive, in-depth library of articles on pet care from specific breed information to training guides and behavioural advice.

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

### The PURINA® PetCare Team

UK: 0800 212 161

ROI: 1800 509 368

8am to 6pm, Monday to Friday

If you have a question about any aspect of caring for your dog, the PetCare Team is here to help. Our dedicated team of pet care professionals, veterinary nurses and customer service experts are available to offer advice and support on a wide range of pet care issues, from health and nutrition to behaviour, training and socialisation, as well as information about PURINA® products and services. Be sure to contact your local vet if you have any other queries or concerns about caring for your puppy.

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## You and your new puppy



Register at: [www.purina-beta.co.uk](http://www.purina-beta.co.uk)



Caring for a puppy well involves many things. This guide is full of useful tips, hints and information to help you get started.



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# My puppy page

Like humans, puppies respond to care and attention. As you continue to look after your puppy, he will pay you back in love and friendship many times over throughout his life.

Caring for a puppy well involves many things. You will need to provide him with the right living environment, look after his health, introduce him to new experiences, socialise him and also make sure you feed him the best possible diet.

Because he is growing, he will need a food that is specifically formulated with his development in mind, but remember that his nutritional requirements will change over the coming months and years. This is why PURINA® BETA® offers a range of products suitable for dogs of different ages and varied needs. So whatever the age, breed or lifestyle of your dog, you will be able to choose one that's right for him.

## Special Club offers and advice

To ensure you receive our special offers on puppy food, and free advice, register your First Steps Club membership today, if you haven't already done so, at: [www.purina-beta.co.uk](http://www.purina-beta.co.uk)

This booklet will help you look after your puppy and provide you with lots of useful information, hints and tips. You can also contact the PURINA® PetCare Team on **0800 212 161 (ROI: 1800 509 368)** if you have any questions or concerns about caring for your puppy. Your vet, breeder, groomer or specialist pet shop can also offer advice.

And for any enquiries about the First Steps Club, you can reach us on **0800 093 0245**.



## My Puppy

Name:

Kennel Name:

Birthday:

## My Puppy's Vet

Name:

Surgery:

Address:

Telephone:

Email:

## My Puppy

My puppy has been vaccinated against:

Booster due:

Distemper

☐

Infectious Hepatitis

☐

Leptospirosis

☐

Parvovirus ('Parvo')

☐

Parainfluenza

☐



Caring for your puppy begins the moment you take him home – find out more about helping him settle in...



## Settling in

Puppy care begins the moment you start preparing your home for his arrival. Moving to unfamiliar surroundings can be a strange experience for a new puppy, so make sure he feels welcome. He will need:

- 🐾 **A safe and warm place to sleep –** it needs to be draught-free, but don't use a very high-sided basket in case he finds it difficult to get into it. A warm pad can be comforting (it reminds him of his mother's warmth) but make sure it's not too hot.
- 🐾 **Some things he will recognise –** his old blanket will smell reassuringly familiar, so placing it in his bed will make him feel more comfortable.
- 🐾 **A safe roaming zone –** gardens need to be well-fenced, ponds protected and electric leads out of chewing reach. Inside, keep cleaning fluids, dangling plants and rubbish bins out of reach. Also tape down electrical cables or dangling wires. Block access to balconies, stairwells and anywhere else that could represent a falling hazard. Puppies can slip through surprisingly small gaps.
- 🐾 **Clean bowls –** for food and water, placed in a quiet corner.



# Introductions

## Home

Introduce your puppy to his new home. Make sure there is always water available for him to drink and let him sniff around the strange but exciting environment he finds himself in. Don't expect him to go to sleep immediately afterwards – he may be too excited – but make sure he knows where his bed is.


## People


When introducing him to the rest of the family, remember that he may be tired or nervous. Supervise him carefully and ask children to be quiet and gentle with him. These first few days can affect his future behaviour dramatically, so it's important to keep a close eye on him and don't reprimand him if he is naughty or has an accident. Gentle encouraging guidance, lots of affection and rewards for good behaviour will help settle him in best.

## Other Pets

Your puppy will have an acute sense of smell so this period of acclimatisation gives him a chance to get used to new scents of the home and other resident pets. Don't introduce your puppy to the other pets until your vet advises it is safe to do so and always supervise closely. Seek help if you are unsure how to introduce your new pup to an existing resident cat or dog.

## Your puppy may also like to have:

 **Toys** – puppies like simple games, such as chasing a ball. Make sure he can't swallow any toys you buy him, or hurt himself on them in other ways (no sharp edges or removable parts such as squeakers). Check the toys' condition regularly to see how they are standing up to your puppy's chewing and replace as required.

 **Collar and lead** – although he won't need a collar or lead straight away, it will help if he is allowed to get used to them early on, so keep them somewhere he can see them. Once he is comfortable with them, put a loose collar on him and let him run around the house with it.

A few days later, attach a light lead to the collar for a short time each day. Let him drag it around, but always supervise. Eventually you will be able to take the lead in hand, although he won't know what to do yet! Encourage him with a few supportive words or a treat or two and soon he will learn to walk where you lead him. You may also find it helpful to get him used to wearing a headcollar at this stage so that he won't learn to pull on the lead once you attach it for walks.

# Keeping your puppy fit and healthy

## Meeting the vet

Taking your puppy to the vet should be one of the first things you plan. Make it clear when you book your appointment that you need a new puppy health check. Your puppy's immune system is developing and still quite vulnerable, so keep him away from other dogs until the vet advises that he can meet them.

The vet will give your puppy a general examination and discuss vaccination requirements with you, so take along the details of any previous treatments (certificates should have been provided by the breeder if the puppy has already received any vaccinations). Your vet will also want to have a chat with you about worming and fleas, microchipping, neutering, puppy socialisation and early training classes. They can also answer any questions you have about health care, feeding, exercise or grooming.

## Worming

Puppies need to be wormed regularly from about three weeks of age. Check with your breeder that worming preparations have already been used, how often, which product and the date your puppy was last wormed. Then ask your vet about further treatment when you register your puppy.

## Fleas

Fleas can affect any dog. Ask your vet to recommend a suitable flea treatment and prevention regime for your puppy and your home. Make sure you know how to administer the product and ask your vet if you are unsure.

## Neutering

Many vets recommend that you have your puppy neutered. Your vet will tell you about these operations and the best time to do them. They are usually carried out before your puppy has reached full maturity. The benefits are that dogs can stray less when neutered and that bitches are prevented from coming into season, becoming pregnant or suffering from certain medical conditions.

## Microchipping

Microchipping is a permanent form of identification for your puppy, where a small microchip (smaller than a grain of rice) is painlessly inserted under the skin. The microchip contains a unique 10-digit identification number which can be scanned to identify the registered owner in the event of a dog being lost or stolen.

## Exercise

Every vet will also tell you that prevention is better than cure when it comes to health and fitness. So, in addition to a nutritionally balanced diet, make sure your puppy thrives by providing regular exercise appropriate to his age, type and conformation.

Keeping fit is as important for your puppy as it is for you. A healthy exercise regime will help him stay full of energy and help build a healthy immune system. Going to the park, for example, also provides an ideal way to socialise and play freely with other dogs and people.

Agility games are fun exercise and he will love the rewards he gets from you in return. Be careful not to put too much stress on his growing muscles and bones; your trainer can advise you on how to start and build his training programme. Alternatively, ask your vet for advice about the needs and growth rates of your pup.



## Regular check-ups

Regular check-ups are important but looking for signs of ill-health is not just a task for the professionals. Daily check-overs at home are important to help discover any signs of ill-health early on. There are a number of easy checks you can do yourself. For example:

- 🐾 **Body condition** – ask your vet practice to show you how to assess body condition. You should just be able to feel your pup's ribs. There should be a 'waist' between the ribs and hips, and the belly should not sag.
- 🐾 **Ears** – should be clear of any discharge and shouldn't smell.
- 🐾 **Eyes** – should be bright and clear rather than runny, red or sore.
- 🐾 **Teeth and mouth** – teeth should be white with no tartar. Gums should be pink, not red or swollen.
- 🐾 **Skin and coat** – skin should be free of any scurfy dandruff or sores. The coat should be thick (depending on breed) and shiny with no broken hairs.
- 🐾 **Nails** – should be smooth, can be white or black and should not be allowed to get too long. Ask your vet to show you how to clip your puppy's nails so you can keep them in good condition at home.

## General precautions

You should be able to tell if your dog is unwell just from his general behaviour. He may be lethargic, off his food or just acting oddly. The checklist below will help you identify some common problems at the earliest stages. Don't panic if your dog displays any of these symptoms, just consult your vet as soon as you can for advice:

- 🐾 **Prolonged (more than 24 hours) loss of appetite**
- 🐾 **Sluggishness or an unwillingness to exercise**
- 🐾 **Sickness or persistent vomiting**
- 🐾 **Diarrhoea or unusual stool colouration and consistency**
- 🐾 **Irregular breathing, coughing or excessive salivation**
- 🐾 **A dull coat**
- 🐾 **Excessive thirst**
- 🐾 **Passing urine more often than usual or with difficulty**
- 🐾 **Change in weight or body condition**
- 🐾 **Excessive sneezing or a blocked nose**





## Pet insurance and medical emergencies

It is unpleasant to have to think about it, but there is a chance your dog will fall sick or be injured at some point in his life, so it is best to be prepared.

In an emergency, keep a level head and quickly get your dog to the vet. Call your vet first so they can give you advice and direct you to the appropriate clinic. Keep emergency phone numbers near your telephone.

### Pet insurance

Pet insurance can bring real peace of mind. If your dog needs treatment, you can concentrate on getting him better, not worry about how you are going to afford it. Make sure you are aware of any excess and/or exclusions and limits on things like the length of cover. There are many companies providing comprehensive pet insurance, so do some research and make sure you get the right policy, or ask your vet practice for advice.



### Emergencies

Knowing how to treat your dog before you can get him to the experts makes all the difference. Call your vet as soon as possible for advice and to arrange to take your dog to the practice.

- 🐾 In case of traffic accident or fall, keep your dog as still as possible. Slide him onto a coat or blanket and lift or drag him if he needs to be moved.
- 🐾 An injured dog will be frightened, in pain and may not recognise you. Watch out for erratic behaviour when you touch him.
- 🐾 Be careful approaching him if he is in pain or frightened, avoid making sudden movements or loud noises, and don't try to grab him unless absolutely necessary as he may bite.
- 🐾 If it's safe to do so, apply pressure to any heavily bleeding wounds.
- 🐾 If your puppy has suffered a burn, apply cold water until you get to the veterinary clinic.
- 🐾 If you suspect or know your dog has swallowed a poisonous substance, do not induce vomiting.
- 🐾 If your dog suffers heatstroke, take him to a cool spot and sponge him with cold water. Encourage your dog to drink small amounts of water and seek veterinary advice.



It's always best to be prepared – find out more about pet insurance and dealing with emergencies.

# Training

Dogs are very social animals who respond well to good and positive guidance from you as a parent figure, especially in these early months. To make sure you start out on the right foot:

- 🐾 Reinforce good behaviour through a range of rewards such as a happy 'good boy' in a light tone of voice, a stroke and a pat or carefully measured specific puppy treats.
- 🐾 It's always best to ignore unwanted behaviour at this stage. Instead, focus on rewarding his good behaviour to encourage more of this. A puppy or young dog training class will help, so be especially patient with him and guide him gently in how to behave. Help him learn rather than admonishing him for not knowing what to do yet.
- 🐾 Frequently say your puppy's name during enjoyable experiences, such as when he is eating or when you are making a fuss of him.

## Socialising

One of the most enjoyable responsibilities of puppy ownership is that of socialising your puppy, and one of the easiest ways to help you give your puppy the best start in life is to sign up with a good puppy class in your area. It's important that you do your research first and always visit the puppy class before you join, so you can make sure it is the right choice for you. Your puppy will learn how to socialise with humans and other dogs in a fun and safe environment as well as learning some basic obedience. Most puppy classes take dogs from between 12-18 weeks but the earlier you can start the better!

## Learning through play

Dogs love to play and much of a dog's early natural learning comes from interacting with his environment. For example, a puppy normally learns the limits of rough play from his litter-mates, so if you are playing with your puppy and he nips your fingers, the best reaction is to yelp and pull away, just like a sibling would and then return to him when he is calm to play more gently. He'll soon learn to keep his little teeth to himself when he plays with you!

## Toys and chews

Toys are a great way to stop him thinking of your hands as play-things, so provide something durable for him to chew on when he is teething rather than leaving him access to only your shoes or the odd chair leg. Chewing comes naturally to all dogs, even when they have grown out of teething. Not only do they enjoy it but it also helps them keep their teeth clean (particularly with special dental chews).

Some of the most popular toys provide entertainment with squeaks, rattles, and bells. These tend to be slightly less durable than hard rubber ones, but it is important to provide variety. Check regularly that bells and squeakers cannot be removed and replace the toy if it starts to look damaged or if any parts might be swallowed. Some toys are designed to be filled with treats, which can be quite fun and usefully challenging for hungry puppies to find out how to extract the treat. Remember to regularly check the condition of his toys.

## Games

Playing is one of the most important ways you can interact with your dog. It is a great way to build emotional bonds and a wonderful way to use up energy.

- 🐾 **Fetch** is a great way to exercise him whilst also teaching him to respond to your requests.
- 🐾 **Tug-of-war** is a naturally competitive game that is fun for both of you, but do not let him run the show! Teach him to 'drop' or 'release' when asked, then you can play safely.
- 🐾 **Seek** out the hidden toy is a good way to get him using those natural tracking instincts.





## Introducing your puppy to the great outdoors

After his vaccinations are providing proper protection against the common canine diseases and your vet advises that it is safe to do, your puppy can go out in the big wide world. Exposing him to as wide a variety of environments and experiences as possible, from joggers to woodland, parks, towns and traffic, is vital at a young age. But before you take him for his first walk it is important to have made the right preparations.



- 🐾 Train your puppy to walk on a lead without pulling. He can learn this quickly at a puppy or young dog training class. You may find it helpful to fit a headcollar at this stage so that he won't learn to pull on the lead. Never use choke or check chains as these may damage your dog's delicate throat and developing spine.
- 🐾 Walk him along quiet streets to start with, building up to more heavily trafficked areas.
- 🐾 Take a trip on public transport or spend time just sitting in a bus or railway station.
- 🐾 Visit dog-friendly shops, pubs and cafés.
- 🐾 Remember to carry a dog litter bag with you on walks.
- 🐾 Carry a pocket full of treats with you and use the walk as a training opportunity. Make sure the size of his main meals are reduced appropriately for the number of treats you give.

Before taking him for his first walk, make sure you've made the right preparations.



# Nutrition

Your puppy will grow rapidly so he needs a balanced diet that can keep up, matching his energy requirements and giving him the minerals, vitamins and other nutrients he needs. Puppies may need twice as many calories as an adult dog of equivalent size.

**Feeding your puppy the right nutrition is one of the most important components in creating a healthy and long life.**

Your puppy should be fed puppy food until he reaches adulthood – depending on the breed, this could be between 6 and 24 months.

The PURINA® BETA® Puppy Range is the perfect choice. It is 100% complete and balanced, with nutritional benefits that will help your explorative companion get in perfect shape for any adventure in the most natural way. Another benefit is that it is dry food so convenient and easy to store and feed. When your puppy is young, you can even add warm water to create an easy-to-eat gruel mixture.

The PURINA® BETA® Puppy Range is available in three delicious varieties – Chicken, Lamb and Large Breed with Turkey.



## The golden feeding rules:

- Always follow the manufacturer's feeding guidelines unless advised otherwise by a pet care professional such as a vet. You will find full feeding guidelines on the sides of PURINA® BETA® Puppy Packs. The amount of food your puppy needs can vary depending on your puppy's activity level and environment. It is recommended that you should keep your puppy in a lean body condition.
- Keep your puppy's feeding times regular. See the charts on pages 19-22.
- Fresh, clean water should always be available, especially if you are feeding him a dry dog food like PURINA® BETA®.
- Place eating and drinking bowls in a quiet place that is out of the way and don't disturb your puppy when he is eating. If he doesn't like eating in your chosen area, try another.
- Your puppy can be quite sleepy after a meal, so consider feeding him near his bed.
- Make sure his bowls can't be tipped over and are easy to clean. Keep them separate from your own tableware.
- Puppies can be messy eaters. You might find it easier to keep newspaper down around his bowl, especially while he is still young.
- Do not feed him scraps or other human food. PURINA® BETA® is 100% complete and the high sugar and fat content of some human food can upset his digestive balance and lead to weight gain. Variety is not important to dogs the way it is to humans.



## Grooming

Grooming is a great way to do something practical (keeping your puppy healthy and clean) whilst building good emotional bonds at the same time, helping him become relaxed and comfortable with you.

🐾 Start by gently brushing his coat all over with a soft brush. This is the part he will enjoy most, but it gives you a good opportunity to give him a thorough once-over.

🐾 Brush his teeth with a specially designed canine toothpaste. Your vet practice can show you how if you are unsure. Please make sure that you don't use human toothpaste. It is important to start this early on so he gets used to you handling his mouth. This also provides an opportunity to check for sore or swollen gums.

🐾 Give him a bath when he is dirty, but not too often. Too much bathing can remove the coat's natural protective oils, so be sure to use a special dog shampoo.

**Top tip: to avoid removing the coat's natural protective oils, be sure to use a special dog shampoo.**



## Travel and holidays

It is important to acclimatise your puppy to car travel early on.

### Travelling tips:

🐾 Let your puppy explore the car when it is parked with the engine off. Then when he relaxes about being in the car, turn the engine on to get him used to the noise.

🐾 Drive only a short distance on the first few journeys together, then gradually increase the duration and go somewhere pleasant – the park for example.

🐾 Take your puppy for a walk just before you travel and don't feed him for 2-3 hours beforehand. Drive carefully and smoothly in case he gets travel sick. It can be sensible to cover the car seats and foot-wells with old newspaper or a rug.

🐾 Take along his favourite toy and blanket.

🐾 Open a window for ventilation and allow him to smell the changing scents as you travel, but don't open it wide enough for him to put his head out.

🐾 Make sure he's properly secure either in a specific car crate or a doggy seatbelt. This not only keeps him safe but also other passengers and it stops him distracting the driver.

🐾 Stop every couple of hours on long journeys to let him relieve himself and have a drink.

🐾 Never, ever leave your dog unattended in a hot car.

When staying in hotels, ring ahead to make sure that pets are welcome. If not, make arrangements for your dog to be boarded or cared for by a friend or dog-sitter. Your vet can often suggest a reputable boarding kennel in your area. Try to book early and visit ahead of time to check the facilities and make sure you like what you see. Also visit with him before he stays. All kennels will need vaccination certificates and some will require him to have been vaccinated against kennel cough and microchipped first.

If you are planning a pet-friendly holiday, allow plenty of time before you travel for the extra organisation and preparation. For example, if you are travelling outside the UK, check with your vet practice well in advance of your trip what the requirements are for the countries you will be travelling through. For example your dog may require a Pet Passport and special vaccinations or parasite treatments.



# PURINA® BETA® Lifestage and Lifestyle

## Daily feeding recommendations (grams per day)

### Puppy feeding guide

	Expected Adult Body Weight	Quantity (g) Per Day					
		6 weeks-3 months	3 months-5 months	5 months-8 months	8 months-1 year	1 year-2 years	After 2 years
<b>Puppy</b> Chicken or Lamb	Small (1-5kg)	25-110g	40-130g	45-130g	40g-Adult	Adult	Adult
	Medium (5-12kg)	70-240g	110-280g	130-290g	130-Adult	Adult	Adult
	Large (12-25kg)	130-410g	240-480g	280-450g	290-420g	Adult	Adult
<b>Puppy</b> Large Breed	Large (25-45kg)	215-600g	420-820g	530-870g	460-720g	430-610g	Adult
	Giant (45-70kg)	290-720g	600-1130g	820-1130g	860-1130g	720-985g	Adult



### How many times per day should I feed my puppy?

AGE OF PUPPY	MEALS PER DAY
Under 3 months	3-4*
3-6 months	3**
6-12 months	2

### Adult feeding guide

Size and Weight of Breed	Quantity (g) Per Day											
	Adult Chicken or Lamb	Mature Adult		Adult Large Breed	Light		Maintenance	Active			Sensitive	Senior 7+
		Normal	Active		Weight maintenance	Weight loss		Normal	Active* (1hour/day)	Active** (3hours/day)		
Small (5–12kg)	110g–210g	95g–180g	110g–210g	–	110g–220g	90g–170g	110g–210g	100g–200g	110g–220g	130g–260g	110g–210g	100g–180g
Medium (12–25kg)	210g–360g	180g–315g	210g–370g	–	220g–380g	170g–300g	210g–370g	200g–350g	220g–390g	260g–460g	210g–370g	180g–320g
Large (25–45kg)	360g–560g	315g–480g	370g–560g	370g–580g	380g–590g	300g–470g	370g–580g	350g–550g	390g–600g	460g–710g	370g–580g	320g–500g
Giant (45–70kg)	560g–780g	480g–680g	560g–800g	580g–810g	590g–820g	470g–660g	580g–800g	550g–770g	600g–840g	710g–1000g	580g–800g	500g–700g

Fresh, clean drinking water should always be available.

You should monitor your dog's body condition every 4-6 weeks and adjust food intake as necessary to achieve and maintain ideal Body Condition.

\*Moisten food. \*\*Gradually reduce moistening.

# Feeding

## How often should I feed my puppy?

Your puppy will need a small meal several times a day to start with. As he gets older and his tummy size increases, he will only need feeding twice a day. Use the chart below to help regulate his meal times.

## How much should I feed my puppy?

Use the PURINA® BETA® Feeding Guide on the previous pages to give you an idea of how much to feed your puppy. It indicates how much your puppy will need to eat now and as he grows. Remember that your puppy is an individual, though, so you should try to 'feed to body condition'. As a general rule, his food should have been eaten within 5 minutes of you putting it down (or 10 minutes if it has been mixed with warm water).

Feeding times			
Age of puppy	Feeding times		
Weaning-2 months			
2 months-3 months			
3 months-6 months			
6 months +			

For puppies up to 3 months of age we recommend 4 meals a day if required (these can be moistened).  
For 3-6 months reduce to 3 meals and over 6 months reduce to 2 meals a day.

## Growth

Good nutrition will help your puppy grow into a strong and healthy dog. Keep an eye on his weight as he grows. It should increase steadily. Record progress on the chart below.

## Changing foods

Puppies, and dogs in general, can have quite sensitive digestive systems. A change of food, whether of type or brand, may lead to an upset stomach. When you first get your puppy home he should already have been weaned off his mother's milk and be eating solid food. If your breeder has been feeding him PURINA® BETA® Puppy, try to continue his regime. If not, changing to PURINA® BETA® is easy, but care must be taken. Introduce his new

food gradually by progressively replacing more and more of his old food with the new food over a period of 7-10 days. Consult your vet or call the Purina PetCare Team on **0800 21 21 61 (ROI: 1800 50 93 68)** if you have any queries.

## Puppy combined recipe

The PURINA® BETA® Puppy recipes offer a combined formula suitable for your dog from puppyhood through to adult maturity. Keep him on Puppy (or Puppy Large Breed if you have a large breed puppy) until he reaches maturity, when he can transition to PURINA® BETA® Adult. Please refer to the chart on the next page for advice on when to change over.

Puppy Growth Chart		
Age	Weight	Height
First day home		
3 months		
6 months		
9 months		
12 months		

## Changing to an Adult food

Changing from any of the PURINA® BETA® Puppy varieties to PURINA® BETA® Adult takes place when your dog has reached full maturity, but it can be difficult to judge when this happens. Even when adulthood has been established, it can be difficult to know which variety of Adult food to transition to. To judge the correct time, consult this PURINA® BETA®



### PURINA® BETA® Changeover Chart

Size	Weight	Age of maturity
Small	5-12kg	12 months
Medium	12-25kg	12 months
Large	25-45kg	18-20 months
Giant	45-70kg	20-24 months



### Quick Reference Feeding Chart

Lifestages								
	Growth	Adult	Special Diets				Mature	Senior
Lifestyle Adult weight	Weaning through to adult maturity	Normal activity	Sensitive digestion	Active	Pregnancy/Lactation	Less active or overweight	5+	9+
Small 5-12kg	Puppy	Adult Maintenance Adult Chicken Adult Lamb	Adult Sensitive	Active	Puppy	Light	Mature	Senior
Medium 12-25kg	Puppy	Adult Maintenance Adult Chicken Adult Lamb	Adult Sensitive	Active	Puppy	Light	Mature	Senior
Large 25-45kg	Puppy Large Breed	Adult Large Breed	Adult Sensitive	Active	Puppy	Light	Mature	Senior
Giant 45-70kg	Puppy Large Breed	Adult Large Breed	Adult Sensitive	Active	Puppy	Light	Mature	Senior

### Changeover Chart.

Use the Feeding Chart above to find out the right Adult food for your dog once he's matured. Introduce any new Adult food gradually over a period of 5 days.





# The PURINA® BETA® Range

As your puppy grows, his nutritional needs will change. Age, breed and lifestyle all affect what he should eat to remain in peak condition and the best of health.

Tailoring the individual needs of your dog is easy with PURINA® BETA® as it offers a range of 12 different products, which have been developed by our nutritionists to meet the individual needs of every lifestage and lifestyle.

Our significant investment in research and development makes our PURINA® BETA® Range of products the natural choice to make when it comes to dry dog food.



\* Nestlé PURINA® study: Chicory addition in dry dog food proven to increase bifidobacteria.

## **Natural Prebiotic:**

PURINA® BETA® recipes contain chicory, a natural source of prebiotic, which has been proven\* to help increase the number of good bacteria in the gut and help improve overall digestive health. After 30 days of feeding PURINA® BETA® the good bacteria, bifidobacteria, may be multiplied by 100 times, helping to support healthy digestion.

## **Rich in Meat:**

PURINA® BETA® recipes are rich in meat that dogs need and instinctively prefer. The high quality chicken, turkey, lamb or salmon provide good sources of protein.

## **Wholesome Ingredients:**

PURINA® BETA® recipes contain natural ingredients, such as wholegrain cereals, and are 100% complete and balanced.

## **Dual Kibbles:**







PURINA® BETA® kibbles are specially designed to encourage chewing and maintain good oral health. This kibble combination has been carefully tested to ensure suitability and enjoyment for dogs.

## **Full Range:**

PURINA® BETA® offers a range of 12 different products, which have been developed by our nutritionists to meet the individual needs of every lifestage and lifestyle.

## **Puppy**

Every day is an adventure for a puppy – and that takes up a lot of energy. PURINA® BETA® Puppy contains a balanced mix of nutrients like proteins, fats, essential minerals and vitamins to help him grow up healthy, strong, and ready for his next mission. Also suitable for adult toy dogs and pregnant or nursing bitches. PURINA® BETA® Puppy contains:

-  Vitamin E to help support his natural defences.
-  High levels of protein and fat to help replenish his energy stores.
-  Essential vitamins and minerals for strong teeth and bones.
-  Fish oils – source of omega 3 fatty acids – to help his eyes and brain develop properly.
-  Chicory, a natural source of prebiotic to help improve digestive health.
-  Dual – shape kibbles encourage puppies to chew properly, helping to support good oral health.



### **Puppy with Chicken**

Specifically developed for puppies from weaning to adulthood



### **Puppy with Lamb**

Specifically developed for puppies from weaning to adulthood



### **Puppy Large Breed with Turkey**

Specifically developed for Large Breed puppies from weaning to adulthood

## **Adult**

When your dog is fully grown, he needs a food to keep him in peak condition. There are different PURINA® BETA® Adult varieties to choose from, each providing complete and balanced nutrition. All PURINA® BETA® Adult varieties contain a variety of meat and fish proteins and wholesome cereals to give him energy, oils for vitality and condition, plus essential minerals and Vitamin E.



### **Adult with Chicken**

Specifically developed for Adult dogs



### **Adult with Lamb**

Specifically developed for Adult dogs



### **Adult Large Breed with Turkey**

Specifically developed for Large Breed Adult dogs



### **Maintenance with Chicken**

Specifically developed for Adult dogs



### **Sensitive with Salmon**

Specifically developed for more sensitive Adult dogs

## Lifestyle/Mature/Senior

Your dog may have special dietary requirements. If he is extremely hard-working, he needs the right food to match his energy levels – but if he is less active or overweight, he needs a lighter food to help prevent him putting on weight. And just like younger dogs, older dogs benefit from a food tailored to their specific needs.



### Active with Chicken

Specifically developed for working and sporting dogs. VAT free



### Light with Turkey

Specifically developed for less active or overweight dogs



### Mature Adult

Specifically developed for dogs aged 5+ years



### Senior with Chicken

Specifically developed for mature dogs aged 9 years and over



## Useful contacts

### Advice and support

Our PetCare Team, open from Monday – Friday, 8am – 6pm, will give you advice on all aspects of owning or looking after your dog.

UK: 0800 212 161

ROI: 1800 50 93 68

For more information about PURINA® BETA® please visit:

[www.purina-beta.co.uk](http://www.purina-beta.co.uk)

### Canine Partners:

T: .....01730 716000

W: ..... [www.caninepartners.org.uk](http://www.caninepartners.org.uk)

### The Kennel Club:

T: .....0870 606 6750

W: ..... [www.thekennelclub.org.uk](http://www.thekennelclub.org.uk)

### The Greyhound Trust:

T: .....0844 826 8424

W: ..... [www.retiredgreyhounds.co.uk](http://www.retiredgreyhounds.co.uk)

### Dogs Trust:

T: .....020 7837 0006

W: ..... [www.dogstrust.org.uk](http://www.dogstrust.org.uk)

### The People's Dispensary for Sick Animals:

T: .....0800 731 2502

W: ..... [www.pdsa.org.uk](http://www.pdsa.org.uk)

### Wood Green Animal Shelter:

T: .....0844 248 8181

W: ..... [www.woodgreen.org.uk](http://www.woodgreen.org.uk)

### Blue Cross:

T: .....0300 777 1897

W: ..... [www.bluecross.org.uk](http://www.bluecross.org.uk)

### The COAPE Association of Pet Behaviourists and Trainers:

T: .....0844 344 0817

W: ..... [www.coape.org](http://www.coape.org)

### The Dublin Society for the Prevention of Cruelty to Animals:

T: .....(353) 14994700

W: ..... [www.dspca.ie](http://www.dspca.ie)

### Battersea Dogs & Cats Home:

T: .....London, 020 7622 3626

T: .....Old Windsor, 01784 432929

T: .....Brands Hatch, 01474 874994

W: ..... [www.battersea.org.uk](http://www.battersea.org.uk)

