

# ADAPTIL<sup>®</sup> *Junior*

## PUPPY JOURNAL

Vaccination  
record + FREE  
collar voucher inside



A helpful guide and  
place to keep your  
favourite memories  
and important  
puppy dates



Home  
alone



Crying



Loud  
noises



Education

[adaptil.com/uk](https://adaptil.com/uk)



## Your puppy's details

PUPPY'S NAME \_\_\_\_\_

REGISTERED KENNEL CLUB NAME \_\_\_\_\_

PUPPY'S BIRTHDAY \_\_\_\_\_

DATE PUPPY ARRIVED HOME \_\_\_\_\_

BREED \_\_\_\_\_

MICROCHIP NUMBER \_\_\_\_\_

OWNER'S NAME

OWNER'S ADDRESS

OWNER'S PHONE NUMBER

OWNER'S EMAIL

VET'S NAME

VET PRACTICE'S ADDRESS

VET PRACTICE'S PHONE NUMBER

VET PRACTICE'S EMAIL



## What is ADAPTIL® Junior?

ADAPTIL® Junior contains a synthetic version of the 'dog appeasing pheromone' that is naturally released by the mother from her mammary area. This naturally calms and reassures her puppies to face the new world ahead. When you take your puppy home they are no longer surrounded by these comforting messages even though they have many new challenges ahead.



ADAPTIL® Junior provides constant support for 4 weeks.

The collar should remain on your puppy at all times (except for when using shampoo) and it is recommended to use a new collar every month, as needed.

## Why use ADAPTIL® Junior?

ADAPTIL® Junior provides comfort to your puppy and helps them face all the new challenges ahead. It is clinically proven to help:

- Reduce night crying
- Adapt to new, stressful situations
- With training and socialisation
- Cope when home alone



Resulting in a more confident and self-assured puppy

## Bringing your puppy home

### Checklist of things to buy

<input type="checkbox"/> Crate and/or bed	<input type="checkbox"/> Blanket
<input type="checkbox"/> Lead	<input type="checkbox"/> Collar
<input type="checkbox"/> Puppy play pen	<input type="checkbox"/> A crate/secure car bed for safe travel
<input type="checkbox"/> Two dog bowls (food & water)	<input type="checkbox"/> Puppy food
<input type="checkbox"/> ID tag (a legal requirement)	<input type="checkbox"/> Toys e.g. long soft toys
<input type="checkbox"/> Puppy suitable chews	<input type="checkbox"/> Puppy safe shampoo
<input type="checkbox"/> Poo bags	<input type="checkbox"/> Comb/brush for grooming
<input type="checkbox"/> LOGIC Gel toothpaste	<input type="checkbox"/> ADAPTIL® Junior Collar



For support during training and socialisation ▶



## Puppy's first few months



### Top Tips for bringing your puppy home

- When you collect your puppy place them in a secured crate, or ensure someone comes with you to hold them on the way to their forever home
- Bring towels and tissues in case of any accidents
- Take ADAPTIL® Junior and fit the collar on your puppy when you arrive. This will start sending "comforting messages" after they leave their mother and will help settle them in the car
- Once home, take them out to toilet and allow them time to settle into their new surroundings. Introduce them to the areas where they are allowed to go and show them where their bed and bowls are located. It's best to do this on a lead so they can be exposed to their home gradually and the introductions are more controlled
- Provide safe chews and have toys ready for play
- Always encourage good behaviour, such as keeping paws on the floor when greeting, and reward immediately

Using long soft toys allows you to play with your puppy avoiding their sharp teeth at the other end!

### Checklist of things to do

### Completed

### Date

Register as owner of puppy

Insure your puppy

Ensure puppy is microchipped

Register with your local vet

Register with your local puppy class

House training

### Things to remember during your puppy's first months

Vaccinations (generally at 8 and 10 weeks but speak to your vet)

Neutering (as your vet advises)

Yearly booster vaccinations

Dental check (annually)

Health check (annually)

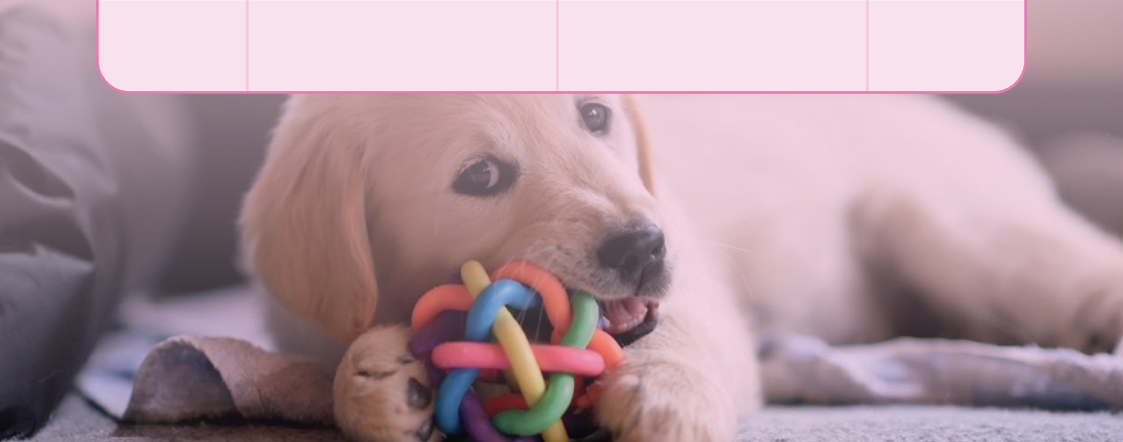
Weight check (monthly for first few months - an excuse to visit the vets for fun and rewards!)

Discuss potential behaviour issues as and when they occur and bring rewards to all vet visits

## Vaccination record

Date given	Vaccination/Batch number	Vet signature	Date next required

Date given	Vaccination/Batch number	Vet signature	Date next required





## Socialisation for your puppy

### What is socialisation?

Socialisation is the process of young puppies getting used to anything living in the world around them, from friends and family to children, strangers, dogs and other animals. They also need to get used to noises and experiences, such as vacuum cleaners and lorries. The sooner they experience these things positively, the more easily they will accept them so it is important to introduce your puppy to as much as possible as soon as possible in a positive way.



### How to socialise your puppy

Introduce your puppy to as much as possible during the first weeks and months with you, ensuring all encounters are enjoyable and giving plenty of time to rest in between. Give strangers tasty treats to offer your puppy to encourage a happy encounter. If your puppy seems anxious or overwhelmed, give more space and freedom to allow them to approach in their own time (see later for subtle signs of stress). Use a socialisation programme to cover all the things your puppy needs to be happy and familiar with when an adult. Go at your puppy's speed but take advantage of the early weeks and months when socialisation will be easier and try to do as much as possible before adulthood. Consider puppy classes to aid in socialisation. And don't forget to help your puppy learn to be alone too by planning very short absences at first and gradually leaving for longer.

Turn over for  
a socialisation  
programme

## Socialisation for your puppy

Please find below a list of some of the things that your puppy should learn to cope with during socialisation. Ensure you give puppies plenty of time to rest between happy encounters and positive experiences.

Tick a box each time your puppy experiences one of these:



Socialisation programme provided by Puppy School, a nationwide network of professional puppy tutors

### GENTLE HANDLING

HEAD				
EARS				
MOUTH				
NECK AREA				
TAIL				
PAWS & LEGS				
SOFT BRUSH QUICK GROOM				
COLLAR				
LEAD/GENTLE LEADER				
CAR HARNESS				
REWARD BASED TRAINING				

### EXPERIENCES

WATCHING PASSING TRAFFIC				
CAR/VAN RIDE				
PARK				
PAVEMENTS				
BICYCLES/MOTORCYCLES/BUSES				
TRAINS				
COUNTRYSIDE				
TOWNS				
CROWDS				

### GENTLE HANDLING

BABIES				
CHILDREN				
YOUNG ADULTS				
MEN				
WOMEN				
ELDERLY				
PEOPLE WITH DISABILITIES				
LOUD PEOPLE				
SHY PEOPLE				
PEOPLE WEARING HATS				
PEOPLE WEARING GLASSES				
MEN WITH BEARDS/FACIAL HAIR				
POSTMEN/WOMEN				
PEOPLE WEARING FANCY DRESS				
PEOPLE WEARING HELMETS				

### SOUNDS

LOUD NOISES				
TRAFFIC				
HOOVER				
MUSIC				

### OTHER ANIMALS

PUPPIES				
FRIENDLY ADULT DOGS				
CATS				
RABBITS/SMALL PETS				
HORSES				
GOATS/SHEEP				
FISH IN TANKS				
CHICKENS				
LIVESTOCK				

### PREPARATION FOR VET & GROOMER

BEING LIFTED ONTO TABLE				
GENTLE RESTRAINT ON TABLE				
VETERINARY EXAMINATION				
VETERINARY PRODUCT SMELLS				
FLEA SPRAY				
HAIR DRYER				

### TOYS

BALL				
TUG TOY				
SQUEAKY TOY				
LARGE STUFFED TOY				

### SMELLS

KITCHEN/HOUSEHOLD				
CATS				
BABY				
OTHER DOGS				
VETERINARY SURGERY				

### SURFACES TO WALK ON

CLEAN GRASS				
LINO/TILES/SLIPPERY SURFACE				
STEPS/STAIRS				
CARPET				
GRAVEL/STONES/PEBBLES				



## TIP

Get them used to the sensation of having an injection:

Gently pinch the skin on the back of their neck and give them a treat!

## Subtle signs of stress

Not all signs of stress are obvious in our dogs. Below are some of the more subtle ones you should look out for. If you notice any of these signs, or your puppy's behaviour seems out of the ordinary, or you simply have a feeling they're worried, you may need to remove them from the situation. If subtle stress signs are ignored, then your puppy may resort to exhibiting more obvious signs of stress, e.g. growling, barking etc.



SHOWING WHITES OF EYES



YAWNING



LIP LICKING



LOOKING AWAY



LOW BODY POSTURE/TAIL BETWEEN LEGS



HYPERVIGILANT & RESTLESS



ANXIOUS PACING



AVOIDANCE



This journal has been made in partnership with Puppy School



## Puppy Classes

It is recommended to take your puppy to a good puppy class between the ages of 12-20 weeks. A professional trainer can teach you successful ways to train your puppy and provide support and advice to help you during this most important development period. Your puppy will really benefit as it helps them learn to be more responsive and patient, helps them develop confidence and allows them to practice social skills.

Quality of trainers and classes vary and it is best to attend in advance without your puppy to see if both owners and pups are happy and learning easily. If you like what you see, book early as good classes fill fast.

Puppy School is a nationwide network of professional puppy tutors who run excellent classes using positive techniques which are founded on scientific and successful principles. You are guaranteed force-free methods that really do work and that provide a good basic 'training for life' for pups under 20 weeks. To find your nearest class, please visit [www.puppyschool.co.uk](http://www.puppyschool.co.uk) and enter your postcode.





## Your puppy starts learning from you from day 1

### Let the training begin!

#### Teach your puppy how to...

- Sleep through the night
- Go to the toilet in the correct place
- Recognise and respond to their name
- Walk correctly on the lead

#### And much more...

**ADAPTIL® Junior** is ideal at this point. It is scientifically proven to help your puppy learn better and faster and develop into a well-balanced adult dog.



## 1. Create the perfect puppy sleeping area

- Decide where your new puppy is going to sleep, then stick to this location so they get used to it and are not confused
- Choose a warm and comfortable sleeping space for your puppy with a bed or a blanket
- Place something that you have recently worn (old t-shirt or jumper) in their bed (since the scent needs to be renewed each time rather than just left in there)
- If possible, keep your puppy in a crate until they learn to cope with being alone gradually with training. Alternatively, a good puppy playpen with a comfortable bed will keep your puppy and your possessions safe if you have to leave them alone at night

## 2. Prepare for bedtime

- Feed dinner 3 hours before bedtime, this gives them a chance to go to the toilet before you go to bed
- Try some active play and a walk 2 hours before bedtime, this will ensure they feel tired and ready to go to bed
- Closer to bedtime provide a calm environment for them, this will indicate that it is time to go to bed, and not play time



When you take your puppy home and they leave their mum, they're also leaving the comforting pheromone their mother produces. **ADAPTIL® Junior** mimics this pheromone, so they can continue to receive the comforting/reassuring feeling and are able to adjust to their new life much easier.



## Staying home alone



### 1. Provide the right environment

- A comfortable and safe place where your puppy can stay unattended (don't leave your new shoes lying around!)
- Provide safe chew toys and other distractions to stay occupied. Leaving the radio on at a low level can also help

### 2. Departure and homecoming: discretion is a must!

- Try not to make a big fuss before leaving. Settle them in their safe area with a chew toy or even a chew stuffed with some tasty treats. This will help keep them occupied while you are gone
- When you return, wait until your puppy is calm before interacting with them. Never punish your puppy for any destruction, barking or mess in your absence. This would simply increase their worries and make it more likely to happen again

### 3. Go slowly

- Initially, only leave a new puppy alone for a few seconds, gradually building up to minutes and gradually extending this to longer periods if they remain calm
- Always leave them in a safe space (remove dangerous, fragile, chewable or breakable objects)
- Consider using a puppy playpen which has room for a bed, a play area and somewhere to toilet if you are away for longer

## Training and socialisation top tips

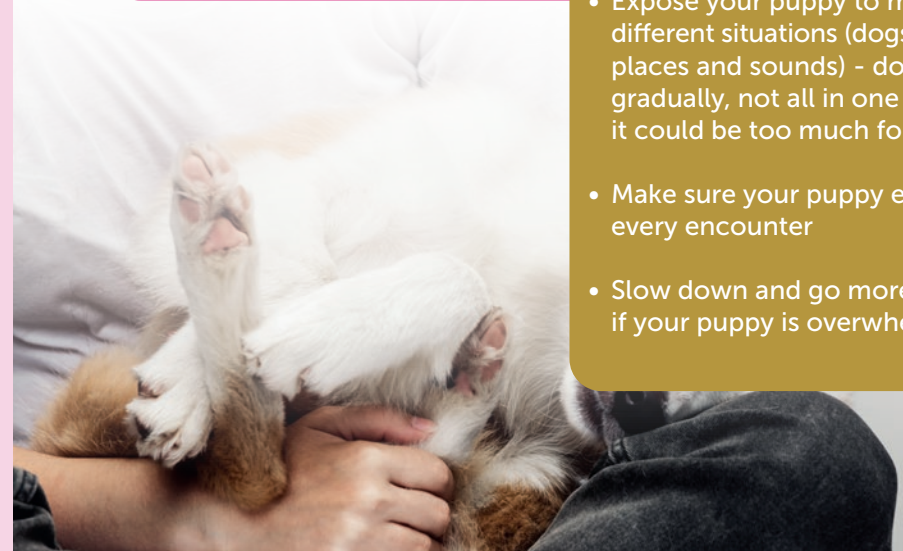
### Learning the golden rules:

- Keep sessions short, repeat often
- Reward good, DO NOT punish bad
- Be patient and consistent
- Start early, as soon as your puppy has settled in



### The golden rules of socialisation:

- Expose your puppy to many different situations (dogs, people, places and sounds) - do this gradually, not all in one day as it could be too much for them
- Make sure your puppy enjoys every encounter
- Slow down and go more gently if your puppy is overwhelmed



ADAPTIL® *Junior* helps comfort puppies when they are alone

## Preparing for loud noises

- Teach your puppy to cope with everyday noises (e.g. washing machines, lawn mowers, cars), as well as noises that can be 'scary' such as fireworks and thunder
- Do this by using apps and online resources (see The Dogs Trust website for free sounds - just search 'sounds scary'). Play the noise quietly at first, gradually getting louder over many sessions as your puppy learns to ignore the noise
- If you encounter an unexpected loud noise, stay positive and try to interest your puppy in games and treats
- If you are concerned your puppy is not coping with loud noises, talk to your vet or a good behaviourist (see the APBC or ABTC website for a list)

### REWARD GOOD/CALM REACTIONS

**This will reinforce  
there is nothing  
to worry about**

## Toilet training

- Take your puppy outside after every activity, such as when waking, after feeding, sleeping, or playing, as well as every hour at first and just before you leave them alone
- Feed the last meal well before bedtime (approximately 3 hours)
- Stay out with your puppy, even if it is raining, until there is success or you have been out there for 5 minutes. After every success, reward them for going to the toilet outside with something fun like toys, play or treats
- Leave them alone to relax and sniff when outside
- If accidents do happen, don't tell your puppy off. Stay calm and take them outside. Clear up using simple soap and water or a deodorising product, so that your puppy is not attracted back to that spot next time
- Have someone on 'puppy duty' at all times for the first few weeks to take the puppy outside regularly and to watch for signs that they may want to go (circling, sniffing, looking into the distance). Younger puppies don't have strong enough bladders to last through bedtime, so in the beginning you will need to set alarms and take your puppy out for toilet breaks during the night

**ADAPTIL® Junior** helps puppies become more confident and learn faster



## Walking on the lead

- Encourage your puppy to enjoy wearing a well-fitting collar or harness by putting it on for short periods then feeding tasty treats and praising gently. Your puppy will soon learn to associate the feel of it with a happy time
- Adding an **ADAPTIL® Junior** collar will help your puppy learn better and faster (remember to adjust the size of the collar as the puppy grows)
- Attach a short light lead to the collar or harness. (NEVER to the **ADAPTIL® Junior** collar, as it has not been designed for this) and let it trail around behind your puppy until it becomes familiar
- Start your sessions in a quiet place with no distractions and use SUPER tasty treats
- Pick up the lead and gently encourage your puppy to follow you, using praise and offering a treat once he/she has taken a few steps with you
- If your puppy pulls the lead tight by moving away, stand still and encourage movement towards you, or in an alternative direction. Reward them for walking loosely on the lead, returning to you or giving you eye contact.
- Practice these sessions little and often. For more advanced loose lead walking later, find a professional trainer to help you



## Travelling in the car

- Arrange for your puppy to travel in a comfortable bed inside a small space or crate that is fixed securely to the car. It is a legal requirement for them to be restrained. A thick squashy bed will allow them to change position when they need to, but still hold them securely and protect them from bumps and stops
- Leave plenty of time for journeys to appointments (e.g. the vets or puppy class) so you're not in a rush. Drive carefully, taking corners slowly and trying not to accelerate or brake too hard
- **ADAPTIL® Junior** collars have been scientifically proven to help reduce stress and can help puppies to get used to car travel
- Get your puppy used to car travel one step at a time. Start by simply walking them around the parked car. Next time, let them move around inside in the car. Then try with the engine on. When they're comfortable with this, try a short journey. Allow them time to calm down, toilet and play before attempting the return journey
- Once your puppy is coping with short journeys, each trip can be made progressively longer. For longer journeys, make regular stops and give your puppy access to water
- Some puppies struggle at first with travel sickness, causing them to dribble or vomit. Protect beds with absorbent or waterproof material that might make cleaning easier
- Keep the vehicle well ventilated but not cold. Never leave your puppy unattended in the car on a warm day



## Starting a dental routine

Starting a dental routine when young will get them used to the feeling of having their teeth brushed, making your life a whole lot easier.

**LOGIC® Oral Hygiene Gel** is ideal for puppies/ kittens as it can be used from 3 months of age. It comes with a free soft finger brush which is great for little teeth and mouths. It's tasty so you should have no trouble getting them to lick it off the brush.



## Steps for brushing their teeth



**Step 1:** Practice lifting up their lip while they are sitting still and have a good look at their teeth and gums. Do this over time to get them used to the feeling. This is highly recommended as it will also make your vet's life a lot easier when they look at their teeth, and less scary for your dog. Reward them for letting you check their teeth.

**Step 2:** Squeeze a pea sized amount of **LOGIC® Oral Hygiene Gel** onto the free finger brush and get them to lick it off. Do this a few times until they are used to the taste.

**Step 3:** Once they are used to step 2, squeeze a pea sized amount onto the finger brush and softly begin brushing their teeth. Begin with the front teeth as they are easiest to reach and once they are more comfortable reach further to get to the back teeth.

## Top Tips

**Top Tip 1:** The gold standard care for your pet's teeth is to brush them every day. This is easy once it is part of your normal routine. and your dog may come to look forward to this time! Try brushing their teeth at least 3 times a week, to ensure the brushing is effective.

**Top Tip 2:** In dogs, follow up the brushing with a **LOGIC® Prozym Dental Chew**. These are very low in calories and help fight bad breath as well as helping with the removal of plaque.

If you really struggle to get a finger brush or a toothbrush in your pet's mouth, **LOGIC® Oral Hygiene Gel** can be used without brushing. It can be applied directly into their mouth or onto a paw/toy for them to lick off.





## Puppy bath time: how-to guide

Having a new puppy is a wonderful and exciting time but giving a puppy a bath is something that new puppy parents often worry about. Puppy bathing might sound simple but getting your little ball of fur squeaky clean has its challenges.

From choosing the right shampoo to wondering how often you can bathe a puppy. It is normal to feel a little bit overwhelmed by all the bath-time decisions.

## When should you start?

There is no need to bathe your puppy routinely unless they get dirty. We all know puppies are a challenge to keep clean however, you can skip their first bath until they are about 8 weeks old.

Older dogs can self-regulate their body temperature but puppies might have trouble and could become chilled. This is why holding off bathing them for the first few weeks is generally a good idea.

Instead, spot cleaning with warm water and a sponge or simply brushing out the dirt once dry is a better idea when they are little. Older puppies only need to be bathed when needed.

## What shampoo should you use?

You may be tempted to use a baby shampoo or human shampoo on your puppy. However, the pH of dog skin is very different from that of human skin and some of the ingredients in human shampoos can be sensitising to a puppy's delicate skin.

It is important to use a suitable product that is specifically formulated for dogs/puppies to ensure the product is well tolerated and gentle on their skin.



## SKINCARE FOR YOUR PUPPY

- Ultra-gentle formulation
- Free from soap, nanoparticles, sulphates, parabens, phthalates and colourants
- Hypoallergenic fragrance
- Scientifically proven skin support



For more information visit: [www.douxo.com](http://www.douxo.com)

## First puppy bath: step-by-step

- Before you start make sure you have everything you need to hand: shampoo, brush, towels, hair dryers etc... Also make sure the room you are bathing your puppy in is not too cold as puppies can get easily chilled when wet.
- Giving your puppy a good brush just before bath time using a soft bristled brush is not only a good idea to remove any debris or mats from the fur but it is also a nice relaxing experience for the puppy prior to bath time.
- Proceed to place your puppy in a decent sized container such as a washing up bowl or dog/puppy bath, which should be inside the bathtub or sink.
- Using the showerhead or jug, soak your puppy in warm water, always making sure that it is not too hot or cold. Use lukewarm water and let it run until it reaches your dog's knee level. Don't overfill the tub, as this could make your dog panic.
- Use a jug or shower to wet their coat before applying the shampoo. Apply the shampoo and lather their body all over, taking particular care to avoid their eyes and ears. Always read the label as some shampoos need to be diluted.



- Then thoroughly rinse out the product making sure not to get water in their eyes or ears. It is very important to rinse out the shampoo thoroughly as residue can make their coat itchy or dry.
- Once you have finished bathing them, thoroughly towel dry. If you are planning to use a hairdryer, apply warm air to the fur, starting from the tail so as not to scare them. Make sure the dryer is not too close to their skin, is not directed into their ears or eyes and keep the airflow warm but not hot. Getting them used to the noise of a hairdryer is often a good idea before their first bath.
- Small and thin breeds get cold easily, so keep your puppy in a warm room or wrapped in a towel until they are completely dry.
- Once you have finished bathing your puppy and drying them off, give them a brush and a stroke as a final enjoyable bonding experience and reward them with a treat for their good behaviour.
- If your dog shows signs of nervousness, especially if it is their first bath, offer them plenty of praise and reassurance throughout.



An ADAPTIL® reward for  
you and your puppy

BUY ONE GET ONE FREE!



Buy an ADAPTIL® Junior collar via your vet practice  
and claim a 2<sup>nd</sup> one absolutely **FREE!**\*

To claim just visit :

[www.dogs.adaptil.com/vet-offer](http://www.dogs.adaptil.com/vet-offer)

Enter the required details and a photo of your receipt  
and your free collar will be sent directly to you

How can the ADAPTIL® range help  
your puppy throughout their life?

Even when your puppy is a fully grown dog there will be times in their life where they face challenging situations that not all dogs are comfortable with. ADAPTIL® has been scientifically proven to have the same reassuring effect on puppies and adult dogs.



Home alone



Crying



Loud noises



Fears



Education



Transport/travel



With over 15 years of experience ADAPTIL® can help  
your dog with all these challenges

\*This offer is only valid with an ADAPTIL® Junior purchased at a participating veterinary practice. Your free collar will be supplied by post once you have filled in the online form and uploaded your proof of purchase. Apply as soon as possible so you have your new collar in time. The collar lasts 4 weeks. Cash refunds cannot be offered at the point of purchase. Offer valid until 31st December 2024. Brought to you by the makers of ADAPTIL®.

For more information visit [www.adaptil.com/uk](http://www.adaptil.com/uk)  
Ceva Animal Health, Unit 3 Anglo Office Park, White Lion Road, Amersham, Bucks HP7 9FB. Tel. 01494 781510 [www.ceva.co.uk](http://www.ceva.co.uk)



# ADAPTIL<sup>®</sup>

## Junior

### PUPPY JOURNAL



adaptildog



ADAPTIL

Check out our instagram and facebook pages for the latest offers and advice

For more information visit [www.adaptil.com/uk](http://www.adaptil.com/uk)  
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Tel. 01494 781510 [www.ceva.co.uk](http://www.ceva.co.uk)



Home  
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Crying



Loud  
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