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Tewksbury, MA 01876

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We are committed to giving back to the world we share with our pets. Through the WellPet Foundation<sup>®</sup>, we support organizations and activities that promote the power of natural nutrition and the benefits of healthy, active lifestyles. To learn more, visit our website at [wellpet.com](http://wellpet.com).

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**Eagle**  
**Pack**<sup>®</sup>



— Natural Pet Food —

*Welcome Home Puppy!*



**NUTRITION IN ACTION<sup>®</sup>**

## Bringing Your Puppy Home

Congratulations, there is nothing quite like bringing home a cuddly new puppy and experiencing the joy of watching him or her play and develop! Your puppy likely just left his own family, so transitioning to a new home may require a period of adjustment. You can help ease the transition with the following steps:

### Prepare your puppy's area in the manner you expect to keep it as he matures.

Provide your puppy with his own den - an area of security - within your home. Many animal behaviorists agree that a crate or kennel is the simplest and quickest method of house breaking and can also save wear and tear on your furniture from a teething puppy. See our recommended shopping list for other items for your puppy.

### Introduce all family members to the puppy in a calm manner.

Have them kneel down to the puppy's level and present the back of their hand to the puppy, letting him sniff it before petting him.

### Be mindful that your puppy may not eat much during the first few days, as the stress of the move may diminish his appetite a bit.

However, do not supplement with snacks or table scraps or you will reinforce this refusal to eat and he will expect this substitute over nutritional foods on a regular basis. Keep plenty of fresh water available and if transitioning to a new food, do so slowly by mixing the new formula with the old diet over the course of a week.

### Establish house rules from day one to help avoid behavioral problems as your puppy matures.

Picture your puppy as a grown adult and set the rules accordingly. For example, if you don't want your adult dog on the furniture, don't let your puppy on the furniture now. Enforcing this one is easy - just sit on the floor with your back against the couch and the puppy's bed next to you. He will learn that his space is his bed, not the couch. Also, immediately correct any mouthing or biting issues with a firm "NO", and pull your hand away.



## New Puppy Shopping List

- |   |  |
|---|--|
| <input type="checkbox"/> Eagle Pack® Natural Dog Food   | <input type="checkbox"/> Brush/De-Shedding Tool        |
| <input type="checkbox"/> Food & Water Bowls<br><i>We suggest adjustable set with stainless steel bowls.</i> | <input type="checkbox"/> Collar & Leash                |
| <input type="checkbox"/> Bed  | <input type="checkbox"/> I.D. Tag                      |
| <input type="checkbox"/> Crate & Crate Pads   | <input type="checkbox"/> Pet Gates                     |
| <input type="checkbox"/> Blanket  | <input type="checkbox"/> Toys                          |
|   | <input type="checkbox"/> Training/Breed-Specific Books |

## Caring for Your Puppy

### Health Care and Your Veterinarian

An examination by your vet should be scheduled within the first 10 days of your puppy coming home. The vet will put your puppy on a schedule for vaccinations, heartworm prevention and rabies shots. Use the packet supplied to keep track of all vet records. Bring a fecal sample to the appointment so your vet can check for parasites. Speak with your vet about the benefits of spaying or neutering your puppy. This is also a great time to ask if micro-chipping is right for you and your puppy.

### Grooming

Grooming is a necessity regardless of coat length. If you start grooming now, it can be a pleasant experience for everyone involved. Many dog grooming salons offer a basic puppy package designed to get your puppy accustomed to the experience.

If you choose to groom your dog at home, only use shampoos and conditioners formulated specifically for canines. During weekly grooming, check the ears for wax and yeast, trim the toe nails and brush your pup's teeth. Running your hands over his body can be a bonding experience while you check for sores, ticks and other skin issues.

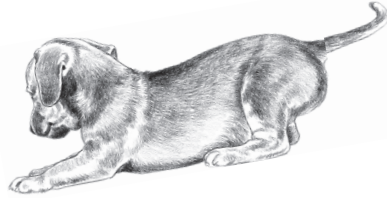


## Training

### Basic Commands

#### "Come."

This may be the most helpful and most important command of all – it could save your dog's life one day as you direct him or her out of harm's way. Command "come" and reward with a treat until pup is 4 to 5 months old. At first, display the treat as an incentive for the pup to come; then, hide it and reward when the puppy follows the command. Eventually eliminate the treat and reward with patting and extra affection.



#### "Go Potty."

Select whichever command you decide just be consistent and only use it as a command when you want the puppy to actually go potty – so don't use a command that you would use in regular conversation. Give the command while puppy is going potty. Take the treats outside with you so you can reward immediately afterwards, restating the command. Do not wait until you come back inside or your puppy may think that you are rewarding him for coming inside. See the following section for additional potty training tips.

#### "Den" or "Corner."

Place a treat in the area (crate, bed, corner) you want your puppy to retire on command and say "Den" when he goes to that area. After a few days, say "Den" as he is heading towards the area and eventually command him with "Den" and only reward him once he has entered that area.

### Puppy Kindergarten Classes

Socializing your puppy from a young age can be very beneficial to your puppy's demeanor. Find classes by asking pet retailers, your vet and area kennel clubs for recommendations. Classes typically provide hands-on training and help to socialize your puppy while class leaders address specific issues. They can recommend agility and obedience classes as well. The entire family should attend for consistent teaching and bonding experiences.



## Training

### Potty Training

Begin training your puppy in a pre-determined spot the very first time you arrive home together. Use your "go potty" command right away, so he associates that command with the activity – it may save you extra minutes outside on a rainy day!

Young puppies, 7 to 16 weeks of age, must be on a regular schedule for house-training. Immediately after the following activities, carry or lead your puppy to the designated area and give the potty command:

- Morning wake-up or afternoon naps
  - Playtime
  - 10 – 20 minutes after eating
  - If puppy barks during the night
- (Remember, the little ones can only hold it for a few hours at a time!)*

Play with your puppy and bring him outside to go potty just before you retire. A tired puppy sleeps better through the night.

Your pup may be vocal or may just give a quick glance at the door. Watch carefully for the signs because if you miss it, you will likely have some cleaning to do. Accidents however, are inevitable but stay calm. Never yell at or hit your puppy. You do not want your puppy to fear you. Do not rub his nose in the accident either or he may think you want him to eat it!

Some pups can be trained to ring a bell that is hanging from the door knob when they need to go out. To do this, use his paw to ring the bell, treat him, then take him outside and give the potty command, treating him again when he goes. Do this consistently for a few weeks to see results.

If your puppy is still having accidents inside, re-evaluate your schedule and make adjustments as needed.





## Select the Correct Diet for Your Puppy

At Eagle Pack, we know you count on your new puppy to be by your side through all of life's adventures. For over 25 years, we've energized best friends everywhere by providing them quality natural nutrition without fillers or artificial preservatives.

Our foods deliver the right balance of proteins, fats, carbohydrates, antioxidants and omega fatty acids for results you can see – shiny coat, bright eyes, good digestion and energetic spirit. Our formulas have been performance-proven with canine athletes everywhere.



Start with a diet that targets the special needs of your puppy's development phase. At birth, many breeds of puppies are small enough to curl up in a coffee cup; at maturity, some pups can weigh up to 150 to 200 pounds, which is an increase of 100 times their birth weight. This rapid growth requires breed size specific nutrition.

Eagle Pack® offers three puppy appropriate formulas that support healthy development. These natural diets are fortified with our robust vitamin and mineral blend along with antioxidant support for healthy immune function.



### EAGLE PACK ORIGINAL CHICKEN MEAL & PORK ALL LIFE STAGE FORMULA

Formulated with the right balance of proteins, fats and carbohydrates for dogs of all life stages including puppies. Dual animal proteins including chicken meal & pork meal help support healthy muscle development while providing a great flavor puppies love. Additional nutritional support comes from flaxseed for skin and coat health along with digestive support from fiber sources such as brown rice and oatmeal.



### EAGLE PACK SMALL BREED CHICKEN MEAL & PORK MEAL ALL LIFE STAGE FORMULA

Smaller kibble size makes this all life stage formula perfect for the smaller mouths of small breed dogs. It contains our robust vitamin and mineral blend to provide antioxidant and immune health support for growing puppies. Tomato pomace and oatmeal are healthy fiber sources, which aid in the digestion process.



### EAGLE PACK LARGE & GIANT BREED PUPPY FORMULA

Proper nutrition is vital for your Large and Giant breed puppy. Due to Large & Giant breeds' rapid growth during the first year of life, it's crucial they receive their nutrition at levels to support this. Controlled calories and the correct balance of Calcium and Phosphorus help support the proper pace of muscular and skeletal growth. This formula also contains DHA to support brain and eye development.

## Proudly Made in Our Own U.S. Facility

### Commitment to Quality

For over 25 years, our mission at Eagle Pack is to provide your pet with a wholesome, natural pet food that is the best it can be. Nothing is overlooked in our quest for excellence. Programs, guidelines and specifications have been carefully put in place to protect the nutritional integrity of our foods. We require all suppliers to meet stringent requirements and adhere to the highest standards. Exceeding even the strictest requirements from the FDA, we are determined to go further, to do better and to take as many precautions with our pet food, as is taken with food for humans. At Eagle Pack, we are passionate about providing your pet with safe, uncompromising nutrition.

### Quality at Every Step

From the first step to the last, every precaution is taken to ensure we produce a quality product that will enrich your pet's life and allow him to experience true health, happiness and vitality. We employ rigid manufacturing procedures and other protocols, enabling us to produce nutrient-dense food that is safe, wholesome and delicious. Throughout, the entire manufacturing process, every ingredient is carefully handled in order to preserve the vitamins, minerals and other nutrients. The end result is a completely balanced formula that will nourish your pet's body and soul.

### Testing

During production, rigorous standards and practices are put in place to protect the nutritional integrity of our food. Our processing plant is meticulously sanitized in order to control bacterial growth or pest infestation. In our zeal to provide you with only the highest-quality pet food, we take extra precautions to make sure ingredients are stored properly, temperatures are monitored and products are routinely tested. We believe these measures are absolutely essential to producing the finest pet food that can nourish and energize your pet to the core. Our food is carefully handled, carefully prepared and undoubtedly safe.

## Consumer Testimonials

"I have a 2 year old Belgain Malinois that is a professional working dog. He had an issue with urinating in the car for approximately 4 months. I switched to this food from the advice of a 20 year veteran of my profession and in the same week he stopped urinating in the car and hasn't done it in months. I have been using this for approximately 6 months and his body weight is perfect and his stool is solid as long as I don't over feed him. If you have a working dog or just want to feed your dog like an athlete you should consider Eagle Pack. I also give him a can of Eagle Pack Canned Chicken Formula as a treat on hard working days. Take care of your buddy like he would take care of you if the roles were reversed."

— Robo, Eagle Pack Amazon.com Customer

"After just a few days on Eagle Pack, I could see a world of difference in my 9-year old pug. His weight has stabilized at a very healthy level. I no longer have to give him pain medication for his muscles and joints. His coat is much smoother and shinier. He loves the taste. It may be expensive, but it's worth the extra cost for how much better my dog feels."

— N. Fitchue, Loyal Eagle Pack Customer