



ULTRA FOOD FOR
ULTRA DOGS

ULTRA START

YOUR
ULTRA


Puppy
GUIDE



CONGRATULATIONS

on your furry bundle of joy!



Whether your puppy is your first pet or an addition to your furry family, we would like to wish you the very best on your new journey with them.

This handy guide contains all you need to know about your new best friend and how to keep him or her as happy and healthy as possible.

The first year of a puppy's life is an exciting but challenging time filled with love, laughter, thrills and spills.

Enjoy the “Ultra-Puppy” ride!

WELCOME TO **ULTRA DOG**

Thank you for entrusting ULTRA DOG to keep your puppy nourished, happy and healthy! We pride ourselves on offering deliciously nutritious products that have been scientifically formulated by a team of leading industry experts, which means that your puppy will be getting all the nutrition they need to live their best life.

WHY **ULTRA DOG**?

- ULTRA DOG is a well-established, tried and tested, locally produced veterinary diet that is made with South African dogs in mind. It is produced by RCL FOODS, the biggest pet food manufacturer in South Africa.
- Using a team of highly skilled experts, we manufacture, package and distribute ULTRA DOG in South Africa, making sure you get the best value at the best price.
- All of our food is free from artificial colourants and flavourants and offers a complete diet, so that your dog gets everything he or she needs to remain in the best possible condition.
- We are so confident in our products that we offer a 100% Money Back Guarantee - visit our website for more details on this guarantee.
- By purchasing ULTRA DOG Food you have access to our free pet accident cover program called ULTRA SURE.
- ULTRA DOG provides complete and balanced nutrition and is formulated to meet the nutritional levels established by AAFCO (Association of American Feed Control Officials) for the maintenance of dogs. It is produced in a FSSC22000-certified facility.

ULTRA DOG PUPPY RANGE

Puppies have small stomachs and require three to four small meals spread throughout the day. Your puppy needs a complete and balanced diet that is specially formulated to suit his or her stage of life. ULTRA DOG offers a range of puppy foods made from high-quality ingredients that provide all the nourishment your puppy needs.

OUR ULTRA DOG PUPPY RANGE

ULTRA DOG Premium



V 29519

V 15633

Superwoof



V 29517

V 17907

Optiwoof



V 22455

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FINDING THE RIGHT **PUP FOR YOU**

Spend time researching

Research is the most important factor when considering obtaining a puppy. Each breed is different, and each breed has different needs and requirements. Its really important to understand which breed will best suit your family and the environment you will be raising your puppy in.

Obtaining a puppy from a breeder:

Once you have done your homework to find the best puppy for your household, seek out a reputable breeder in your area.

Go and talk to the breeder, discuss the family tree, behaviour and energy levels of the puppy along with any additional questions you may have. Go and see the facilities for yourself.

Meet the puppy's parents. Spend time with the puppies and see how they interact with you, your family members and each other.

Things to consider:

- Ask for proof of vaccinations and de-worming for the mother and your puppy if they are old enough.
- Never support a puppy mill.

Adopting a puppy

Various shelters and rescue organisations have dogs up for adoption. The people running these organizations or shelters have a vast amount of knowledge.

Discuss your needs before adopting to ensure you get the right fit for you and your family.



BEFORE YOU **GET HOME**

What you'll need to consider

Can you commit?

Owning a puppy is a lifelong commitment.

Choose a breed that suits your lifestyle and family environment:

Some breeds require more exercise or a bigger yard. Other breeds require a lot of stimulation and others grooming.

Interview veterinarians:

Before you have settled on the type of dog that suits you and your family go to a recommended veterinarian. A veterinarian can be an excellent source of information to help you choose a puppy that will fit into your home.

Read online reviews of vets in your community, ask groomers for their recommendations and make interview appointments with them to get more information.

No impulse shopping:

It is very easy to purchase a puppy on impulse. A new house member must only be introduced after careful consideration. Do not make a hasty decision which you will regret and will be unfair to your dog.

WHEN YOU **GET HOME**

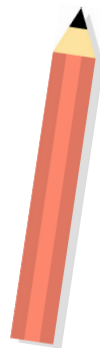
The basics: Puppy-proofing your home

Just like introducing a baby to your home, you need to make sure your space is as puppy-proof as possible.

- 1) Remove any plants that may be poisonous to your puppy
- 2) Store away all cleaning supplies and detergents.
- 3) Use baby gates to block stairs and limit access to areas that you don't want your pup to venture into.
- 4) Put small objects e.g. hair bands and jewellery out of reach.
- 5) Make the pool safe with a cover or net. Alternatively ensure that the pool is fenced off and keep the gate closed.
- 6) Make sure your rubbish bins are properly shut and secure.
- 7) All counter tops need to be free of clutter.

YOUR PUP'S **SHOPPING LIST**

- ☐ Bag of ULTRA DOG Puppy Food
- ☐ Free ULTRA SURE Pet Accident Cover
- ☐ Treats
- ☐ Food and water bowls
- ☐ Bed and blanket
- ☐ Veterinary approved toys
- ☐ Puppy friendly shampoo & grooming brush
- ☐ Pet tooth paste and pet friendly toothbrush
- ☐ Pee pads, stain and odour eliminator
- ☐ Collar with tag and lead
- ☐ Vaccinations & dewormer
- ☐ Tick & flea treatment
- ☐ Pet Medical Aid





Dog Bed

Puppies need a bed. It is likely to be chewed. Don't invest in an expensive bed until your puppy has passed this stage of development.

Chew Toys

2 or more chew toys will relieve itchy gums when your puppy is teething. These toys can be placed in the fridge for a cooling effect on the gums.



Fluffy Toys

Only give to your puppy under strict supervision. Some puppies may destroy fluffy toys, but they can also be great cuddle buddies to your pup.

Environmental Enrichment Toys

These toys prevent boredom and provide mental stimulation for your puppy.



TYPES OF **IDENTIFICATION**

There are 2 types of identification for your pet

1. Tag and collar for your dog



2. Microchipping your dog



Pet identification is one of the most important things that you can do to keep your pet safe

Tag and collar:

A collar and tag are a simple way to identify a pet. With a name and telephone number on the tag a pet can easily be reunited with their owners if they are ever lost or injured. Collars and tags can fall off and are not a permanent method of identification.

Microchip:

Microchips are implants that provide permanent pet ID for your furry friend. Microchips are small transponders with a glass coating that is inserted under the skin, between the shoulder blades, of your pet. If your pet is ever lost or injured and ends up at any animal shelter or veterinary hospital the pet will be scanned for a microchip. When the microchip is found, the microchip company is phoned and then the owner of the pet is identified and contacted.

We recommend that even if your pet has a microchip, they should wear an ID tag as well.

HOUSE TRAINING

A how to guide

Patience is the key when house training a puppy.

Smaller breeds require to be taken out more often compared to large breeds. Puppies learn a substrate preference for urination at a very young age. As an owner you may need to change this preference and correct behaviour.

Take your puppy to the desired area:

- First thing in the morning before you do anything else
- After each meal
- After each nap
- After each playtime
- Just before bedtime in the evening



Key things to remember when house training your pup

- Preferably do not carry your puppy to this site to enable them to learn the difference between substrates. Reward them with a small puppy approved treat.
- Set up a desired play pen, “puppy room” or closed off area where your puppy can be safe when unsupervised, until your puppy is housebroken. Do not give your puppy access to the whole house or access to a room that they are not allowed in, at such a young age.
- Learn your puppies body language when they are ready to go. They usually sniff around, circle or hold their tails in a different position before they urinate.
- Never punish a puppy if they mess in the wrong area. Ignore the action and clean with a non-ammonia based product. By punishing the puppy the puppy only learns to fear you, and will likely not eliminate when you are there or try to hide it in strange places in the house. This behaviour is clearly not ideal.

ALL ABOUT FEEDING

Your new little pup

Puppies nutritional needs differ greatly compared to an adult dog.

It is invaluable to feed them a well-balanced diet designed specifically for their needs at this important stage of life. Feed your puppy the food that he/she was fed at the breeder/shelter combined with ULTRA DOG puppy food as shown below:

| NO. OF DAYS | ORIGINAL FOOD | ULTRA DOG PUPPY FOOD |
|-------------|---------------|----------------------|
| 1 - 2 | 75% | 25% |
| 3 - 5 | 50% | 50% |
| 6 -7 | 25% | 75% |

To ease the feeding schedule, do the following:

Weigh the TOTAL amount of food that your puppy requires and divide that in the required feeds per day.

2 to 3 months old: 4 meals a day

3 to 6 months: 3 meals a day

6 months and older: 2 meals a day.



| EXPECTED ADULT BODY WEIGHT (kg) | WEEKS IN AGE | | | | | | | |
|---------------------------------|-----------------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|
| | 4 - 6 | 6 - 8 | 8 - 12 | 12 - 16 | 16 - 20 | 20 - 24 | 24 - 36 | 36 - 52 |
| | GRAMS TO FEED PER DAY | | | | | | | |
| 1 - 5 | 20 - 72 | 25 - 90 | 30 - 105 | 45 - 120 | 45 - 135 | 45 - 145 | 47 - 130 | 40 - 170 |
| 5 - 10 | 52 - 105 | 72 - 120 | 95 - 185 | 105 - 200 | 105 - 215 | 130 - 230 | 165 - 275 | 150 - 280 |
| 10 - 20 | 90 - 180 | 105 - 235 | 130 - 340 | 185 - 375 | 200 - 400 | 235 - 445 | 230 - 580 | 275 - 430 |
| 20 - 50 | 150 - 235 | 180 - 320 | 235 - 465 | 340 - 520 | 375 - 565 | 410 - 625 | 445 - 560 | 580 - 600 |
| 30 - 40 | 235 - 270 | 235 - 375 | 320 - 560 | 465 - 640 | 520 - 695 | 565 - 780 | 625 - 765 | 555 - 605 |
| 40 - 60 | 270 - 345 | 270 - 470 | 375 - 680 | 560 - 850 | 640 - 970 | 695 - 120 | 780 - 1050 | 765 - 990 |

V 29519

| EXPECTED ADULT BODY WEIGHT (kg) | WEEKS IN AGE | | | | | | | |
|---------------------------------|-----------------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|
| | 4 - 6 | 6 - 8 | 8 - 12 | 12 - 16 | 16 - 20 | 20 - 24 | 24 - 36 | 36 - 52 |
| | GRAMS TO FEED PER DAY | | | | | | | |
| 10 - 20 | 90 - 180 | 105 - 235 | 130 - 340 | 185 - 375 | 200 - 400 | 235 - 445 | 230 - 580 | 275 - 430 |
| 20 - 30 | 150 - 235 | 180 - 320 | 235 - 465 | 340 - 520 | 375 - 565 | 410 - 625 | 445 - 560 | 580 - 600 |
| 30 - 40 | 235 - 270 | 235 - 375 | 320 - 560 | 465 - 640 | 520 - 695 | 565 - 780 | 625 - 765 | 555 - 605 |
| 40 - 60 | 270 - 345 | 270 - 470 | 375 - 680 | 560 - 850 | 640 - 970 | 695 - 120 | 780 - 1050 | 765 - 990 |

V 15633

| EXPECTED ADULT BODY WEIGHT (kg) | WEEKS IN AGE | | | | | | |
|---------------------------------|-----------------------|-----------|-----------|-----------|-----------|-----------|---------------|
| | 4 - 8 | 8 - 12 | 12 - 16 | 16 - 20 | 20 - 24 | 36 - 52 | 52 - 78 |
| | GRAMS TO FEED PER DAY | | | | | | |
| 1 - 5 | 20 - 90 | 30 - 105 | 40 - 120 | 45 - 130 | 50 - 145 | 50 - 170 | Feed as adult |
| 5 - 10 | 50 - 130 | 90 - 185 | 115 - 195 | 120 - 210 | 130 - 230 | 130 - 285 | Feed as adult |
| 10 - 20 | 90 - 235 | 140 - 340 | 185 - 375 | 200 - 405 | 210 - 440 | 215 - 430 | 285 - 425 |
| 20 - 30 | 180 - 335 | 235 - 460 | 340 - 515 | 375 - 560 | 405 - 620 | 375 - 550 | 425 - 570 |

V 29517

| EXPECTED ADULT BODY Weight (kg) | WEEKS IN AGE | | | | | | |
|------------------------------------|-----------------------|-----------|-----------|-----------|------------|-----------|---------------|
| | 4 - 8 | 8 - 12 | 12 - 16 | 16 - 20 | 20 - 24 | 36 - 52 | 52 - 78 |
| | GRAMS TO FEED PER DAY | | | | | | |
| 1 - 5 | 20 - 90 | 30 - 105 | 40 - 125 | 45 - 130 | 45 - 145 | 40 - 130 | Feed as adult |
| 5 - 10 | 50 - 105 | 90 - 190 | 115 - 200 | 125 - 200 | 130 - 230 | 130 - 215 | Feed as adult |
| 10 - 20 | 90 - 235 | 130 - 345 | 190 - 375 | 200 - 400 | 215 - 450 | 215 - 435 | 290 - 435 |
| 20 - 30 | 150 - 320 | 240 - 465 | 345 - 525 | 380 - 570 | 410 - 630 | 380 - 560 | 435 - 610 |
| 30 - 40 | 235 - 375 | 320 - 565 | 470 - 645 | 525 - 700 | 630 - 785 | 560 - 605 | 435 - 580 |
| 40 - 60 | 270 - 470 | 375 - 700 | 565 - 850 | 645 - 975 | 700 - 1125 | 770 - 995 | 605 - 785 |

V 17907

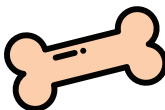
| EXPECTED ADULT BODY WEIGHT (kg) | WEEKS IN AGE | | | | | | | |
|---------------------------------|-----------------------|-----------|-----------|-----------|------------|------------|------------|---------------|
| | 4 - 6 | 6 - 9 | 9 - 12 | 12 - 16 | 16 - 20 | 20 - 24 | 24 - 36 | 36 - 52 |
| | GRAMS TO FEED PER DAY | | | | | | | |
| 1 - 5 | 20 - 75 | 25 - 100 | 35 - 120 | 45 - 125 | 45 - 135 | 50 - 150 | 50 - 135 | Feed as adult |
| 5 - 10 | 55 - 100 | 75 - 150 | 100 - 195 | 120 - 205 | 125 - 220 | 130 - 240 | 150 - 220 | Feed as adult |
| 10 - 20 | 95 - 190 | 10 - 270 | 150 - 360 | 195 - 395 | 205 - 425 | 220 - 445 | 240 - 395 | 220 - 395 |
| 20 - 30 | 150 - 240 | 190 - 360 | 270 - 485 | 355 - 545 | 395 - 590 | 425 - 635 | 465 - 590 | 395 - 540 |
| 30 - 40 | 245 - 282 | 245 - 430 | 360 - 585 | 485 - 665 | 545 - 725 | 590 - 875 | 655 - 800 | 585 - 635 |
| 40 - 50 | 345 - 320 | 280 - 490 | 430 - 660 | 585 - 780 | 665 - 875 | 730 - 990 | 815 - 965 | 800 - 855 |
| 50 - 60 | 245 - 360 | 320 - 540 | 485 - 720 | 680 - 885 | 780 - 1015 | 875 - 1170 | 990 - 1095 | 965 - 1035 |

V 22455

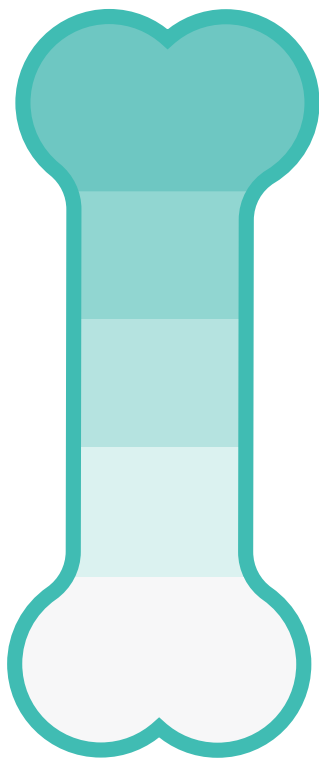


FOODS THAT ARE **DANGEROUS**

For your puppy



VACCINATION RECORD



6–8 weeks

First puppy shot (DHPP)

11–12 weeks

Second puppy shot (DHPP)

12–16 weeks

Third puppy shot (DHPP) + Rabies

Over 4 months

Rabies (repeat one year later)

If pet will travel or you stay in an endemic area vaccinate annually. Alternatively vaccinate every 3 years

Annually

(DHPPi)

Additional South African vaccines

- There are additional puppy shots that your vet may recommend.
- Whether or not your pup needs these particular puppy shots will depend on variables such as what area you live in and whether or not he or she will be spending a lot of time at puppy day care, etc.
- Some dog kennels will not accept dogs into their care without current, up-to-date vaccination certificates.
- Kennel Cough vaccine is required 1-2 weeks prior to boarding in kennels, to a show or anywhere else your puppy would be close to other dogs.
- Some breeds are particularly vulnerable to Canine Parvovirus and should have a 4th Parvo vaccination to improve protection. This is usually given around 16 weeks of age.

TREATING & PREVENTING **PARASITES**

Internal & External

**Worms can be picked up in multiple ways by your puppy.
Deworming is important because:**

- Worms can be transferred from the mother's milk or through the mother's placenta before birth
- By ingesting infected fleas that can transfer tapeworms
- Ingesting contaminated soil, faeces or water
- Eating raw meat and offal
- Ingesting infected hosts by hunting and scavenging

Deworming schedule:

- A puppy requires a deworming tablet monthly with each vaccination. Thereafter for prevention deworm once every 3-4 months.
- It is advised that all humans in the house in contact with the pets, get dewormed 2x a year. Contact your veterinarian for the correct products to use.

How to combat ticks and fleas

Tick and fleas' infestations are quite common in South Africa due to the warm and rainy summers.

Multiple products are available for prevention.

Ranging from tablets to spot-on treatments that last from 1 month to 3 months.

It is very important to follow your vet's instructions. Always buy a product that is safe for your puppy and ensure you buy for the correct weight category.



PUPPY DENTAL CARE

Caring for your pup's milky teeth

Just like humans require regular brushing and cleaning of their teeth, so do dogs. This is the only proven way to prevent dental disease in both species.

Ensure you have the correct tools for this task:

- A pet friendly toothpaste
- New, clean washcloth
- Pet friendly toothbrush or one small enough for a child

Initially start very slow when introducing your puppy to teeth brushing.

You don't want to create an aversion to teeth cleaning.

First couple of days to weeks use only your finger, for applying toothpaste. As soon the puppy tolerates this daily replace your finger with a small, clean piece of washcloth.

Repeat the process until your puppy is comfortable.

Only after this change to a toothbrush.

Aids that you can use in conjunction with teeth brushing

- ULTRA DOG Puppy Dry Kibbles.
 - Dental approved toys
 - Oral gels
 - Water additives
 - Dental approved chews e.g. Greenies, Dentastix
 - Rawhide bones
-
- NO regular bones
 - NO hooves



PUPPY STERILISATION

A straight forward procedure

Sterilisation (or neutering) refers to the surgical procedure to remove reproductive organs. In females the ovaries and uterus are removed, and this is called a spay. In males we do a castration by removing the testicles.

The procedure is straight forward, but a registered veterinarian must do it.



The Benefits of sterilisation

Prevents pregnancy:

- Every year untold numbers of animals end up at Welfare organisations. There is a pet overpopulation and unwanted litters must be prevented.

Prevents complication arising from pregnancy and delivery:

- Caesarean section
- False pregnancy
- Milk fever and injuries during mating

Eliminates the heat cycle:

- No blood spotting

Females may not be subject to the health problems listed below:

- Ovarian cyst
- Tumours of the womb and ovaries
- Risk of pyometra (infection of the uterus) is greatly reduced
- If spayed before the first season, risk of malignant mammary cancer is minimal

In male's, sterilisation reduces the distraction for them to get to the female on heat:

- In short it will make it less likely for your male pet to get lost, run over or into a fight.
- Neutering also eliminates sexual distress, frustration and distraction.

PUPPY SOCIALISATION

What you need to know and do

Dogs will get used to whatever they were exposed to at a young age. What this means is that if your puppy gets exposed to a variety of sounds, sight, smells and people, he/she will likely be a well-adapted adult who is confident in various life situations.

Socialisation is the period where they learn to accept things and circumstances around them, so they are not afraid of them in later life. In dogs, this window of opportunity closes at about 16-17 weeks of age. The best time to focus on this is during 8-16 weeks of age. During this time puppies are like sponges and absorb information all around them.

It is important to remember that in the same way they will remember positive experiences; they will also remember negative experiences. That's why it is so important to make this experience a positive, exciting time for your puppy.

A puppy school will aid you in this process and will help your puppy to meet different people and other puppies.

Things to consider when choosing a puppy school

Do your research:

Read up about the methods they use for training. Positive reinforcement and clicker training or a combination is best. Please avoid puppy school's that use punishment for training.

Safety:

The puppy school should not use choke chains, shock collars or prong collars and the training area must be safe and enclosed.

Certification:

Ensure the puppy class is run by a qualified instructor and is clean and organized.

Rules and regulations:

No unvaccinated puppies should be allowed. Puppies attending the training program must be within their socialization period which is between 8-16 weeks of age.

One-on-one attention:

The classes are small. Not more than 8 puppies at a time. Your puppy should be allowed to be itself and have fun.

PUPPIES BODY LANGUAGE

Reading your pup's body language is key!

As an owner it's beneficial to have a healthy bond with your puppy. It is very important to know how to read canine body language and how to interpret it. By recognising your pup's body language you will understand them better and be able to prevent future behavioural problems.



CALM & NEUTRAL



RELAXED



PLAYFUL



ALERT



DOMINANT



AGGRESSIVE



ANXIOUS & NERVOUS



FRIGHTENED



SUBMISSIVE

EMBRACE THE **JOURNEY**

Enjoy this incredible journey with your puppy!

At ULTRA DOG we aim to provide the best advice to keep your puppy ultra-happy.

Check out our website for weekly articles and contact our resident veterinarian for any burning questions you may have.



V 15633

ULTRA DOG **ADULT RANGE**

Once your puppy is over 18 months of age, you should consider transitioning them onto an Adult Dog Food. We would love you to consider our extensive ULTRA DOG adult dog food range.

Our veterinary quality, scientifically engineered adult dog food is made for South African dogs living in our local conditions. ULTRA DOG is formulated using the combined expertise of both our in-house animal nutritionist and veterinarian to create a range of high-quality, adult dog food that your pet will love.

PREMIUM & OPTIWOOF ADULT PET RANGE

ULTRA DOG Premium



SmI-Med Adult Dog
V 29518



Large Adult Dog
V 20964

ULTRA DOG Optiwoof



All-Size Adult Dog
V 22070

ULTRA DOG Superwoof



Sml-Med Adult Dog
V 20726



Large Adult Dog
V 15508



Senior Adult Dog
V 15634

ULTRA DOG Special Diet



Hypo-Allergenic
V 29521



Joint Health
V 15632



Weight Control
V 15673

DO YOU KNOW ABOUT **ULTRA SURE**?

Get **FREE Pet Accident Cover** by simply buying and registering your monthly ULTRA DOG purchase on any of our range.

ULTRA SURE Pet Accident Cover helps to reduce the financial burden of medical treatment (subject to the terms and conditions), in the event that your dog is injured as a result of a sudden, unforeseen or unintended event.

It's all about peace of mind and the best care for you and your best friend when you need it most.

Download our app or go to ultra-pet.co.za and click on the ULTRA SURE link for more info

WANT TO **CONTACT US**?



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ULTRA SURE
PET ACCIDENT COVER