



Your Starter Kit



20%
discount*

Everything you need
to care for your puppy
at **Maxi Zoo**

**Have you thought of
everything?**

Ask our expert staff for advice,
use the checklist on the back of this page,
and claim a **20% discount.**



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Healthcare



Regular health checks, vaccination and parasite protection lay the foundation for a long, healthy dog life. Your most important port of call is your trusted veterinary practice. If your puppy shows the following symptoms, you should definitely visit a vet:

- Loss of appetite or insatiable appetite
- Emaciation, frequent vomiting or sudden weight gain
- Absence of faeces or diarrhoea lasting for days
- Sneezing or nasal discharge
- Sticky or very red eyes
- Persistent coughing or retching
- Elevated temperature above 39.5° C

Don't miss out on any offers, new products and helpful tips – **sign up now for our newsletter and regularly receive useful information for your little one.**

maxizoo.ie/newsletter



Healthy nutrition



Small dog breeds can be fully grown from the age of eight months, while it can take up to two years for very large dogs. Puppy food is essential for all dog breeds, as it is precisely tailored to the needs of the growth phase and final dog size.

Puppies have unique energy and nutritional requirements. The correct development of your puppy can be monitored very easily, particularly on the basis of body weight and growth curves.

Between the third and sixth month of life, your puppy begins to build up body mass and muscles. After that, large breed puppies in particular need a precisely balanced mix of nutrients to support the healthy development of bones and joints. The food should be tailored to their size and age and given until growth is complete.

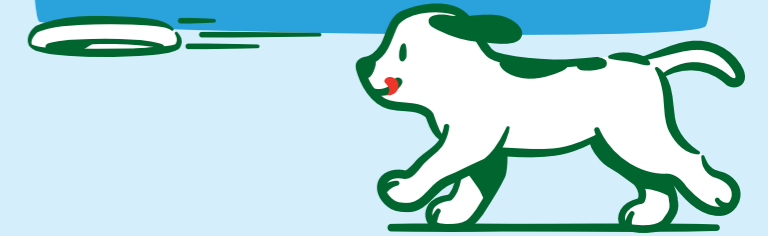


Our handy checklist on this brochure will ensure you have the most important products to set up your new dog's home so you can concentrate fully on your new family member from the start.

Our staff in store will be happy to advise you on the right products for you and your puppy.

 **Guide**

Everything for puppies



Give your puppy the best start in life

You have an exciting few weeks ahead of you - there is so much for your four-legged friend to discover and learn. Whether your puppy came from a breeder or from an animal shelter:

Maxi Zoo will help you to prepare for your pets first year in their new home and support you during this exciting time of growing up and beyond.

Because with Maxi Zoo your pet is:

Well cared for from a young age.

 **maxi zoo**

Welcome home

Moving in with their new human family is a big day for your little puppy. They now have to adjust to life without their mother and siblings, and start to bond with you as their new carer.

7 tips for a good start

- ✓ Give your puppy time to explore its new home at its own pace. You should minimise noise and visitors for the time being.
- ✓ Don't leave your puppy alone for the first few nights.
- ✓ Set up a quiet place for your puppy to sleep so that it can relax. Puppies sleep up to 18 hours a day and need to learn to calm down.
- ✓ Use playtime together to strengthen your bond. Suitable toys stimulate the senses, help test physical limits and get rid of excess energy.
- ✓ Give your puppy the food they were fed from from their previous home.
- ✓ Create a relaxed atmosphere when introducing your new pet to your existing animals.
- ✓ Make your home puppy-proof: remove poisonous plants, household cleaners, medicines and inappropriate toys, including those with small parts. Check the fence in your garden and secure ponds.

Walk time



Walks for puppies should be frequent and short at first, and always happen after sleeping and playing.

You should plan four to five walks during the day. You should also give your pet the opportunity to relieve themselves at night as soon as your puppy wakes up.

Put a harness and lead on your puppy on walks from the start so that they get used to this routine. Make sure that the lead is not too heavy and that the carabiner is compatible with the harness or collar.

Pet advice

Whatever question you have, we have the answer in store and on our website.

Have a look at our pet articles here: maxizoo.ie/magazine



Building a bond



To ensure that you and your dog become a dream team, you should work on the bond between you and your pet from day one. The basis of a good human-dog relationship is trust and loving but consistent training.

Establish rules and enforce them consistently and firmly, but kindly.

Prove yourself to be a confident and predictable owner so that your dog can trust you. Joint activities strengthen the feeling of togetherness. But don't forget that rest periods are also important for the puppy's development and learning process.

You can encourage the bond with your pet using games and exercises that are always positively rewarded, e.g. with their favourite treat or your positive voice. This teaches the dog that it is good to focus on you - the perfect foundation for a strong bond and successful training.

Tips for a strong bond

- ✓ Spend as much time as possible with your puppy. If possible, take some time off for the first few weeks so that you can spend a lot of time with him. This is a must for puppies, because you can't leave a puppy alone while they are young.
- ✓ Stay confident and consistent: your dog expects you to show leadership qualities. Unnecessary strictness and inconsistency will make your four-legged friend doubt your competence. The clearer your rules are, the more confident your puppy will feel.
- ✓ After getting to know each other, discover the world together in peace and quiet. Activities strengthen the feeling of togetherness and builds the puppy's bond with you.



If you have a job, you can still be a pet owner as long as you have pet care organised while you are out of the house. However, don't send your dog to a dog sitter too early or too often, as the first few weeks are essential for your bond.



Checklist



Food and drink

- Dry/wet food
- Snacks
- Food and water bowl
- Chew Toys

Hygiene and care

- Brush/Comb
- Poo Bags
- Shampoo
- Pest and tick protection

Sleeping

- Bed
- Blanket
- Pillow
- Basket
- Sofa
- Dog House

Well-being and entertainment

- Toys
- Training
- Snack bag
- Intelligence toy

Safety

- Collar
- Leash
- Harness
- I.D. Tag

Outdoor

- Dog coat
- Transport box
- Car seat cover
- Travel bowl
- Car security

*Please present this list at the till before checkout starts. The discount applies to purchases of at least one product from each of the categories above. The discount does not apply to books, animals, cash deposits, or coupons. Only one coupon per person, per transaction, per day. Redeemable in all participating Maxi Zoo stores. Not redeemable online. Valid from 01.02.25 to 31.12.25.



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Healthcare



Vaccinations are important for cats if they will be allowed outside once they are older. Immunisations against cat flu and cat colds is recommended for indoor cats, as their pathogens can be brought into your home on your shoes.

The same applies to worm eggs, which is why experts recommend indoor and outdoor cats should be wormed regularly.

Outdoor cats are particularly at risk of catching fleas and ticks. Prevent this with an anti-flea and tick product, you can check with your vet which one would suit your pet best.

You should also consider a microchip to register your cat's details in case they go missing.

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Healthy nutrition



Whether wet or dry food, choose a complete food and healthy snacks that meet the nutritional and psychological needs of young cats.

When feeding, ensure a balanced nutrient composition with natural minerals, vitamins and trace elements. The main ingredient should be animal proteins such as fish or poultry.

For very small kittens, there is even rearing milk and the matching drinking bottles for an optimal start in life.

Ensure that the food corner is in a quiet place so that your kitten is not disturbed when eating.



Our handy checklist on this brochure will ensure you have the most important products to set up your new cat's home so you can concentrate fully on your new family member from the start.

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 **Guide**

Everything for kittens



Give your kitten the best start in life

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Welcome home

Moving in with their new human family is a big day for your little kitten. They now have to adjust to life without their mother and siblings, and start to bond with you as their new carer.

6 tips for kittens

- ✓ Set up a room for your kitten to stay in for the first few days and make sure there are separate functional areas: Food, water and the litter tray should never be next to each other.
- ✓ Do not force the kitten to leave their transport box - they want to get used to their new home at their own pace. Leave the box open in the room as a place for your kitten to retreat to.
- ✓ Wait until the kitten approaches you of its own accord. Avoid jerky movements and speak in a soft and loving voice.
- ✓ Keep other pets away from the kitten for the time being. The new environment is exciting enough. An encounter with a dog, for example, would be too much.
- ✓ Take time off. To build trust, you should be near your kitten as often as possible, especially in the first few days. Kittens should not be left alone.
- ✓ Playing together with your kitten not only strengthens your bond right from the start, but also trains important skills.

Essential equipment



A few days before your new the cat or kitten moves in with you, you should organise their new space in your home.

This includes a cosy place to sleep, bowls for food and water, a litter tray and, one of the most important items, a scratching post or scratching board, and a living/transport box. Of course, food and toys are also essential. When shopping, pay attention to quality food that supports the special needs of your cat:

When eating and drinking, the cat's whiskers should not touch the rim of their food and drink bowls. A good litter tray is needs to be large and shallow. For kittens, litter trays with a low rim are useful so that they can enter and leave the litter tray independently from the start.

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A safe home



Cats are curious and can sometimes get in to dangerous situations.

Unsecured, tilted windows are particularly hazardous. Tilt windows must always be secured with appropriate devices, as must balconies that are accessible to cats. Household chemicals and medicines must always be kept under lock and key in a cat household. Some cleaning agents or anti-freeze for cars attract cats with their sweet odour. If the cat licks them, it can cause chemical burns or fatal poisoning. Chocolate, coffee grounds, alcohol or cigarettes should also be kept out of reach of cats to avoid poisoning.

A scratching post is also particularly important in a cat's home: it is not only used by the cat to groom its claws, but also to mark its territory. Claw sharpening has been shown to have a stress-reducing effect.

Cats want a 'quiet place'

The location of the toilet is important - cats prefer a quiet place: the litter tray should be in a quiet, accessible room with sufficient space and should be placed far away from drinking and water bowls. Cats normally prefer an open toilet.

Please also always make sure they are cleaned regularly. Cats don't like dirty toilets, but they also don't like the smell of strong cleaning agents. Soiled litter should be removed daily and the litter tray should only be cleaned with hot water.

Lumps in cat litter can often tempt small kittens to eat and play with them, so it is better to choose non-clumping litter while cats are young. The moisture is absorbed before clumps can form.



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Checklist



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- Food and water bowl

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- Brush/comb
- Pest and tick protection
- Cat litter (non-clumping)
- Litter scoop

Sleeping

- Bed
- Blanket
- Cat house
- Pillow
- Cave
- Radiator and window couch

Well-being and entertainment

- Toys
- Cat tunnel
- Catnip
- Intelligence toy

Safety and transport

- Living/transport box
- Leash
- Collar/harness
- Window wedge
- Cat door
- Cat safety net
- I.D. Tag

Scratching

- Scratching tree
- Scratching board
- Scratching barrel

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