



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.

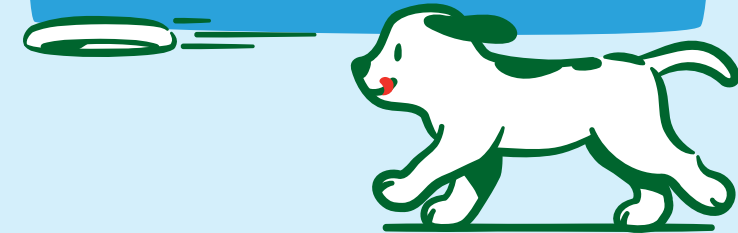


Our handy checklist on this brochure will ensure you have the most important products to set up your new dog's home so you can concentrate fully on your new family member from the start.

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.

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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 Maxi Zoo stores with this checklist. Redeemable online using Discount Code: PUPPY20. Valid from 01.02.25 to 31.12.25.