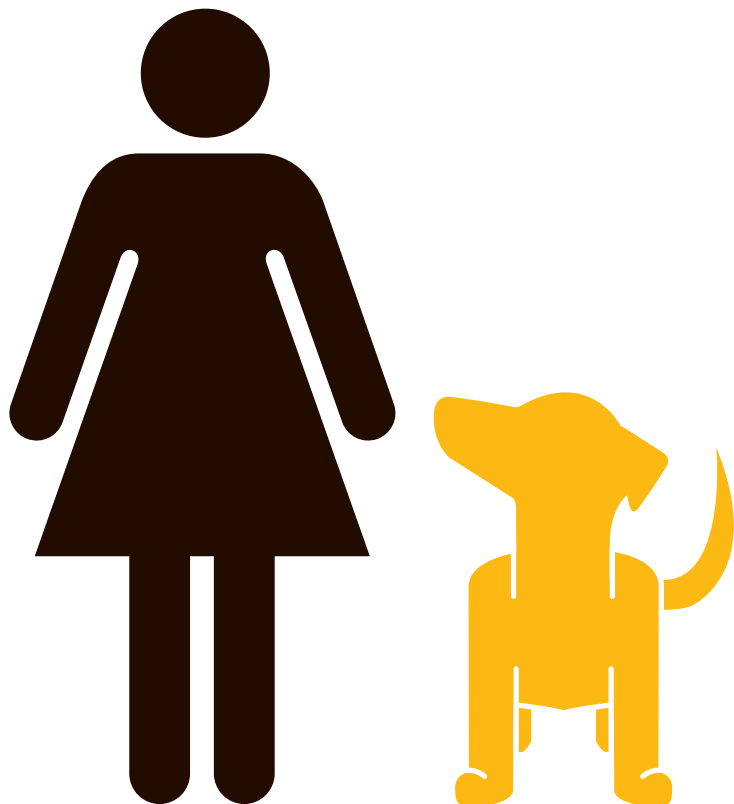


adoption guide  
**Dog**





**There's only one known  
cure for doglessness.**

Adopting a dog from a shelter is a big step. So to help you through the process, we've put together this informative adoption guide.

Inside you'll find a range of topics, such as things to consider before adopting, responsible dog ownership and much more.

We encourage anybody who is thinking about adopting a shelter dog to read it. Because nothing makes us happier than when a shelter dog simply becomes a dog.

**Dogs rule.®**





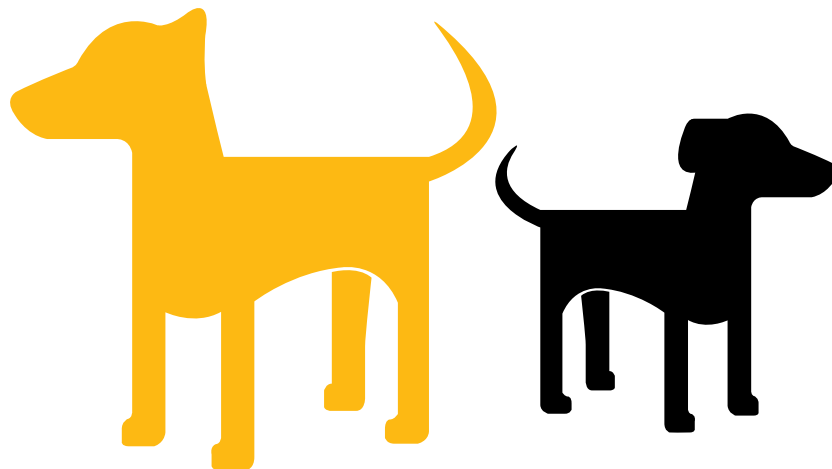
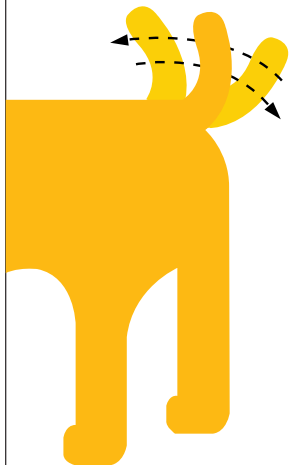
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**If a dog's tail wags in a shelter and nobody's there to see it, does it really wag?**

Today, there are millions of beautiful, loveable, loyal dogs out there that are desperately in need of loving homes. And while the stories of how they ended up in shelters are endless, their chances of getting out are not. That's why we're doing our best to spread the word about the joys of adopting them with The PEDIGREE® Adoption Drive. And when you buy our food, we make a donation to help them find loving homes.





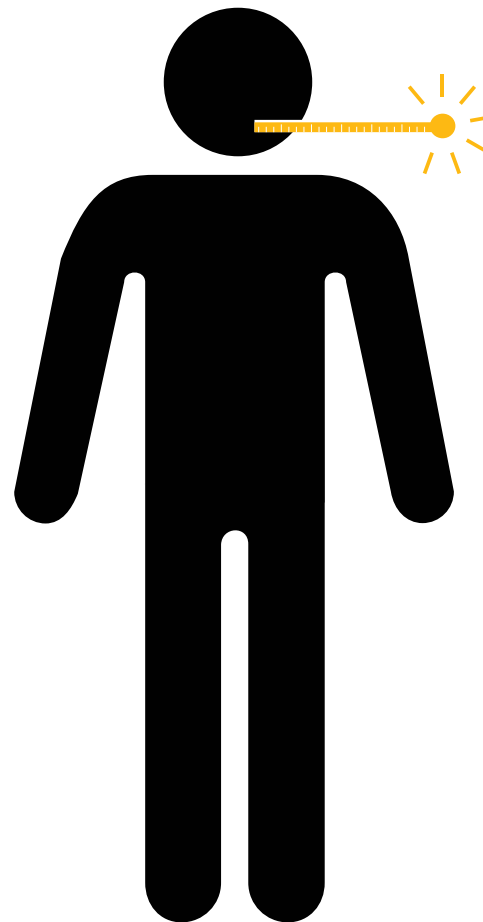
**Dog fever:  
Do you have all the right symptoms?**

Do you feel the irresistible urge to pet the head, stroke the back, tickle the chin, shake the paw, rub the belly and hug every dog you see?

Have you ever had a meaningful conversation with a dog without ever thinking, "Why am I talking to a dog?"

Do you remember the name of every single dog you've ever met, but forget their owners' names?

If you answered "yes" to any of these questions, you may indeed be suffering from Dog Fever. And the only known cure is to adopt a dog.





But before you adopt, keep in mind that dogs are living, breathing creatures. They have feelings, emotions and, yes, even the occasional personality quirk. In fact, caring for a dog is a lot like caring for a young child. A really, really hairy child. So at PEDIGREE®, we've come up with a few simple tips to help you on your way to being a good dog parent:

**do**

Have the financial resources to pay for food, leashes, collars, toys, grooming supplies, bedding, medical treatment and other things a new dog requires.

**don't**

Count on a new dog to inherit money from a wealthy uncle.

**do**

Familiarize yourself with current local animal-control laws.

**don't**

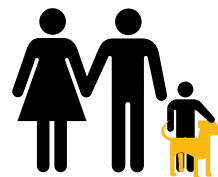
Assume dogs can read.

**do**

Let everyone in your family know what their specific responsibilities will be in caring for a new dog.

**don't**

Trust that your five-year-old son will figure it out by himself.



**do**

Get a dog to share a lifetime of unconditional love and companionship.



**don't**

Get a new dog because you think it will help you get more dates.



**do**

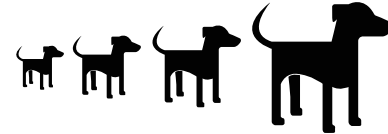
Research a variety of different breeds to determine which one is best-suited for you and your lifestyle. You can start by visiting [Dogsrule.com](http://Dogsrule.com) or take the quiz on page 9.



**don't**

Choose a dog because the color of its coat matches the color of yours.

# D-O-G



**Three simple letters.  
Millions of possibilities.**

Shelter dogs come in all shapes and sizes. Some are purebreds. Most are lovable mutts. Some are small puppies. Most are full-sized grown-ups. And each one of them has his own individual personality and disposition. And while shelter workers will offer plenty of advice and guidance on which dog is right for you, in the end, it's your choice. But no matter what age, gender, color or breed your new dog ends up being, that dog should be treated like a member of your family. Because every shelter dog deserves a good home.



## Find the dog that's right for you with the **PEDIGREE® SELECT-A-DOG® Questionnaire**

Finding the dog that's right for you isn't always as easy as it sounds.

That's why we've created the SELECT-A-DOG® questionnaire.

When you're done answering all the questions, visit

<http://www.pedigree.com/O2All Things Dog/Select A>

Dog/Default.aspx and submit your answers. And we'll give you a

list of the top 10 breeds that are best for you and your lifestyle.

### What sort of residence do you have?

- Apartment
- Small house
- Large house

### What size is your yard?

- None
- Small
- Medium
- Large

### What type of area do you live in?

- Downtown
- Suburb or small town
- Rural

### Are you able to keep a dog secure?

- Yes
- No
- Usually

### For how long would your dog be alone each week?

- Not at all
- 10-20 hours
- 20-40 hours
- More than 40 hours

### What age group will the owner of the dog be?

- 10-19 years
- 20-39 years
- 40-59 years
- Over 60

### How active is the owner?

- Infirm
- Not very
- Quite
- Very

### Do elderly or disabled people stay with you?

- No
- Sometimes
- Often
- Permanently

### What is the age of the youngest child living in or regularly visiting your home?

- No children
- Under 5 years
- Ages 6 to 11
- Over 12

### How energetic should your dog be?

- Quiet
- Moderate
- Lively
- Very energetic

### How much daily exercise would you give a dog?

- None
- 30 minutes
- 1 hour
- More than 1 hour

### What size dog would you prefer?

- Toy
- Small
- Medium
- Large
- Giant
- Don't Mind

### What length of coat would you prefer?

- Smooth
- Short
- Medium
- Long
- Wiry
- Don't Mind

### Do you want a dog who will protect your property?

- No
- Bark warnings
- Defend Properly

### How much money are you willing to spend weekly to feed your dog?

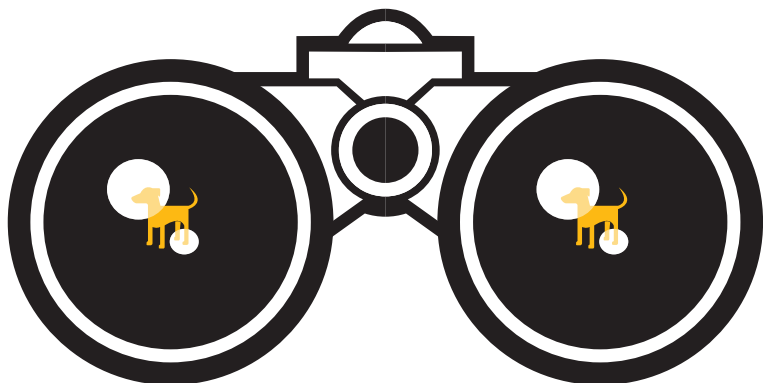
- 10 dollars
- 25 dollars
- 35 dollars
- More than \$35

### How much grooming would your dog receive each week?

- None
- One session per week
- Two-three sessions  
per week
- One session per day

### Have you owned a do before?

- Yes
- No



## Looking for Mr. Goodbark.

Not all dogs are lucky enough to spend their entire lives with their first owner. But dogs aren't hand-me-downs, and they don't deserve to be treated like them. That's why all shelter workers do everything they can to make sure that their dogs get adopted by caring, responsible owners. And as a prospective new-dog parent, you can do your part by educating yourself on how to correctly choose the right dog for you.

The first step toward finding your new dog is to contact your local area shelters. You can find a list of shelters near you by visiting [www.pedigree.com/DogAdoption](http://www.pedigree.com/DogAdoption). Each has its own adoption process, so it's important to familiarize yourself with them. Be prepared to fill out some paperwork or, in some cases, sit down for a brief interview.

Since you've already done your homework, you should have a pretty good idea of the size, breeds and temperament you're looking for in a dog. And keep in mind that it's not unusual for people to make multiple visits to a shelter before finding the right dog. So don't be in a rush.

When you find a dog that you think fits the bill, find out all you can about him. On the following pages, you'll find a list of questions that you should consider before picking a dog to adopt. Don't be afraid to ask a lot of questions, because shelter workers will be more than happy to answer them. Especially if it means one of their dogs will find a good home.



### Things to remember:

- 🦷 Dogs thrive when fed a consistent, high-quality diet. Visit pedigree.com for a complete list of our products.
- 🦷 Dry food can help keep their teeth clean.
- 🦷 Feeding your dog table scraps can lead to behavior problems, as well as weight and digestion problems.
- 🦷 Your dog should always have access to clean water.
- 🦷 Be sure your dog gets an appropriate amount of exercise every day.
- 🦷 See a vet immediately if your dog appears to be in any discomfort.

### Questions to ask during the adoption process:

Why is he available for adoption?

\_\_\_\_\_

Do you know anything about his history?

\_\_\_\_\_

Was he ever returned after an adoption? If so, why?

\_\_\_\_\_

What's his temperament like?

\_\_\_\_\_

Does he have any behavioral problems?

\_\_\_\_\_

How is he with children, cats and other dogs?

\_\_\_\_\_

Does he have, or has he had, any illnesses?

\_\_\_\_\_

Is he on any medication?

\_\_\_\_\_

What's his approximate age?

\_\_\_\_\_

What are his grooming requirements?

\_\_\_\_\_

What are his exercise requirements?

\_\_\_\_\_

What commands does he know?

\_\_\_\_\_

Does he walk well on his leash?      Y   N

Is he housebroken?                      Y   N

Is he neutered; is she spayed?        Y   N

Are his vaccinations up-to-date?      Y   N

### NOTES

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Congratulations, you found your new dog.**





## Home is where the dog is.



Do you remember how nervous you were as a kid on your first day of school? Well, that's basically how your dog will feel on his first day in his new home. But with a little preparation, you can help make this transition easier for everybody. First and foremost, be sure to dog-proof your home. That means being sure that all harmful chemicals and dangerous or fragile objects are out of reach of your new dog. At PEDIGREE®, we've created a list of some basic items you should have before bringing your new dog home for the first time:

### **I.D. tag with your home address and telephone number.**

**tip:** Consider bringing your dog to the vet to be microchipped. It's quick, safe and one of the most effective ways of identifying lost dogs.

### **Separate bowls for food and water**

**tip:** Avoid plastic bowls, since they scratch easily. That makes them harder to keep clean.

### **Fitted collar & leash**

**tip:** Find a strong leather or woven leash that is 4' to 6' long and is comfortable for you to hold.

## **Dog bed and/or crate**

**tip:** Select thick bedding that can be easily washed. A folding wire crate is also recommended. Just be sure it's large enough for your dog to stand upright and turn around.

## **Comb or brush**

**tip:** Regular grooming keeps your new dog looking his best, and is a great way to bond with him.

## **Assorted toys**

**tip:** Buy durable plastic or rubber dog toys that can be washed easily. Toys that you can hide food inside of can be especially fun and stimulating for your dog.

## **Food**

**tips:** For the first couple of days, feed your dog the same type of food he was given at the shelter. Then slowly introduce him to his new food.

Be sure to buy food that offers 100% complete and balanced nutrition. At PEDIGREE®, we have a full range of wet and dry foods and a variety of snacks and treats to keep dogs of all shapes, sizes, ages and breeds healthy and happy for life.





### **Ah, the sweet sniff of freedom.**

At PEDIGREE®, we know that bringing your new dog home for the first time will be an exciting moment for your family. But it can also be a stressful time for your dog. He may express his nervousness by panting rapidly, pacing erratically, or, in some cases, trying to nip you. He may also not have much of an appetite, especially on his first day home. So try not to overwhelm him with too much attention right away. Give him a chance to settle in, and make sure he has a quiet place where he can retreat if he wants to be by himself.

It's important to get him into a daily routine as soon as possible. Pick a specific time for feeding, sleeping and exercising, and try to stick to that schedule each day. The sooner you get your dog into a consistent, daily routine, the sooner he'll adjust to his new home.

As a precaution, you should also schedule a vet appointment for your dog within the first week. This will ensure that any previously undetected health issues can be dealt with sooner rather than later. It also gives the vet a reference point, which he can use to assess your dog the next time you bring him in for a visit.



### **New dog. New owner. New tricks.**

A dog who's been taught a few simple rules will become a well-adjusted and well-behaved family pet.

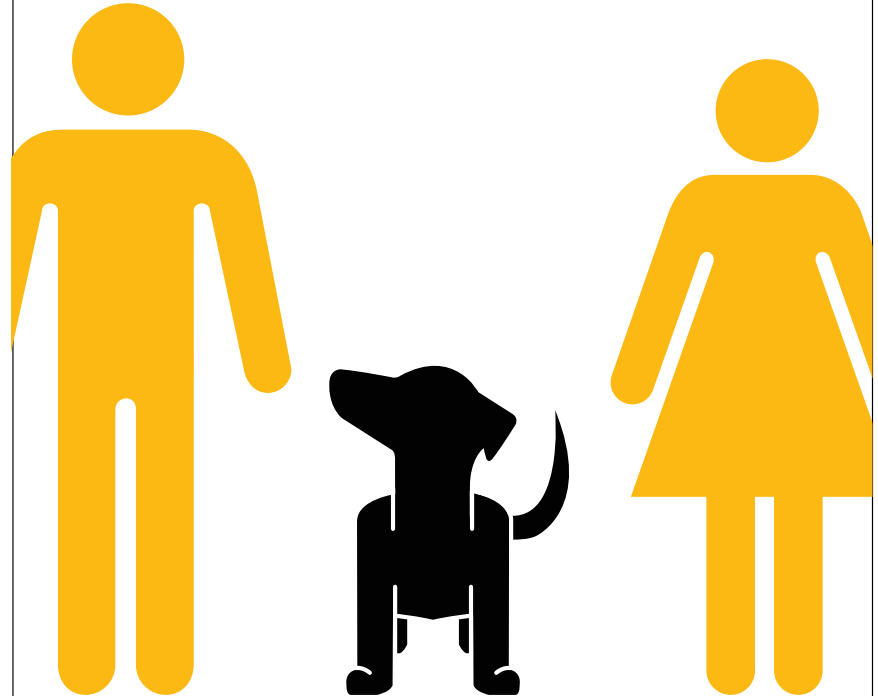
So if your new dog hasn't had any basic training, now's a good time to start. Visit <http://www.pedigree.com/02All Things Dog/Article Library/Default.aspx> for tips on how to make your training sessions fun and effective. You may also want to consider enrolling your dog in an obedience class. This will not only teach him to obey basic commands, it will also allow him to socialize with other dogs and people.

Being a responsible dog owner also means being aware of all the local animal-control laws. At the very least, you should keep your dog on a leash whenever he's out in public. And remember to always be ready to clean up after your dog. No matter what kind of mess he makes.



### **Dog meets world.**

At PEDIGREE®, we know that dogs can have personalities as varied as those of people. So, when introducing your new dog to people outside of your immediate family, be sure to do so gradually. If possible, limit new introductions to one or two people at a time. And be sure the dog is leashed so that you can control him if you have to. Your dog may want to sniff the person before being petted, so be sure to keep a close eye on him until you're sure he doesn't feel threatened. Children 12 years old and younger should never be allowed to play with your new dog without proper adult supervision. And under no circumstances should you allow anybody to purposely startle, harass or roughhouse with your dog.





## Important names and numbers

PEDIGREE® Consumer Affairs toll-free hotline:  
1-800-525-5273

vet's name: \_\_\_\_\_

address: \_\_\_\_\_

phone number: \_\_\_\_\_

animal hospital name: \_\_\_\_\_

address: \_\_\_\_\_

phone number: \_\_\_\_\_

pet groomer name: \_\_\_\_\_

address: \_\_\_\_\_

phone number: \_\_\_\_\_

doggy daycare center name: \_\_\_\_\_

address: \_\_\_\_\_

phone number: \_\_\_\_\_

dog park hours: \_\_\_\_\_

Thank you for opening your heart and your home to a shelter dog. By making this commitment, you've not only found a friend for life – you've saved a life. Your dog will repay your generosity with more licks, loyalty and unconditional love than you can possibly imagine. An exciting new chapter in both your lives is about to begin. And we're sure your stories are bound to have a happy ending.



**Dogs rule.®**

