



# JUNIOR HEALTH

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**Puppies and  
Kittens**





## DID YOU KNOW?

Diarrhoea is the second most common condition pets under the age of one see their vet for



During the early months, puppies and kittens require additional care to support their developing bodies and systems. Similar to human babies, they have particularly fragile immune and digestive systems at this stage of life, despite the fact that they obtain some early protection from the antibody rich 'first milk' or colostrum from their mothers. Unfortunately, this protection doesn't last long enough to cover puppies and kittens through all their vaccinations. They also experience numerous changes in this lifestage, which can cause added stress on their delicate immune systems, including:

- ✔ Routine
- ✔ Diet
- ✔ Environment
- ✔ People
- ✔ Animals in their lives

This can lead to a disruption in their digestive balance, with stomach upsets as an end result.

## BOOSTING IMMUNITY AND DIGESTION IN PUPPIES AND KITTENS

Certain ingredients have been found to support immune and digestive health in puppies and kittens.

**Colostrum**, the nutrient rich first milk produced can enhance general immunity and vitality, as well as boost the gut microbial balance.

**Spirulina**, a type of blue green algae also acts to support the immune response, whilst promoting gut health in dogs as an added benefit.

**Beta glucan** (from inactivated yeast) has been found to boost the immune response after vaccinations in puppies and improves gut health in cats.

**Inulin**, a prebiotic, promotes optimal gut health in both puppies and kittens.

## PAW DIGEST + PROTECT

### PRODUCT:

### FEATURES:

### DOSAGE:

### GREAT FOR:

#### PAW Digest + Protect Puppy Care



- ✔ Contain tasty fish and chickpea protein
- ✔ Specifically formulated with ingredients to enhance immunity and gut health in growing puppies and kittens:
- ✔ Bovine colostrum (antibody- rich first milk)
- ✔ Beta glucan (inactivated yeast)
- ✔ Spirulina (superfood)
- ✔ Inulin (prebiotic)
- ✔ Contains essential vitamins and minerals such as DHA, vitamin A, B, E, K3, manganese and biotin, which contribute to healthy growing bones and joints, proper functioning of the nervous system and healthy skin, coat and nails.

Digest + Protect Puppy Care are soft and tasty 2.5g chews that are easy to give based on body weight:

Weight	Daily Dose
1 - 9.9 kg	1 Chew
10 - 24.9 kg	2 Chews
25+ kg	3 Chews

- ✔ Supporting the healthy development of the digestive and immune systems in puppies and kittens

#### PAW Digest + Protect Kitten Care






Digest + Protect Kitten Care are soft and tasty 1.2g chews that are easy to give based on body weight:

Weight	Daily Dose
1 - 2.4 kg	1 Chew
2.5 - 5 kg	2 Chews

- ✔ Puppies and kittens starting on a new diet
- ✔ Puppies and kittens that are moving to a new home to reduce the chance of a stomach upset



# LOOK FOR PAW DIGEST + PROTECT SALES OPPORTUNITIES

IF YOUR CUSTOMER IS BUYING:	QUESTION:	DID YOU KNOW:
<p><b>PUPPY OR KITTEN FOOD</b></p> 	<p><i>“I see you are buying some puppy/ kitten food. Hopefully they are settling in well! Are you finding that they tend to have a very sensitive tummy and soft stools much too often?”</i></p> <p><i>“Is your puppy or kitten picky with their food?”</i></p>	<p>Puppies and kittens go through so many different changes all at once which can cause a lot of stress on their immune system &amp; disrupt their digestive balance. PAW Digest &amp; Protect Puppy/ Kitten Care chews contain colostrum, prebiotics, and other ingredients which work to promote a healthy gut balance. Colostrum in particular has been found to reduce recurrent bouts of diarrhoea in puppies, whilst simultaneously boosting the gut immune response in kittens.</p> <p>Tailored nutrition in this early life stage is imperative. Supplement with PAW Digest &amp; Protect Puppy/ Kitten Care chews which are formulated specifically with vitamins and minerals for their unique nutritional needs, and other key ingredients to support the healthy development of their digestive and immune systems.</p>
<p><b>PUPPY TOYS AND OTHER ACCESSORIES</b></p> 	<p><i>“Is your puppy trying to eat everything that they can get into their mouth?”</i></p>	<p>Puppies are so curious that they often ingest things they shouldn't. Consider supplementing with PAW Digest &amp; Protect Puppy chews, containing colostrum, spirulina and prebiotics to prevent gut imbalances from the scavenging and to boost their immune function.</p>
<p><b>INTESTINAL WORMING OR FLEA PREVENTION</b></p> 	<p><i>“Is your puppy or kitten up to date with their vaccinations too?”</i></p>	<p><b>For a puppy owner:</b> PAW Digest &amp; Protect Puppy Care chews are an ideal supplement for keeping your puppy's immune system strong and healthy, as studies have shown that beta glucan, one of its key ingredients can boost the immune response after a vaccination.</p> <p><b>For a kitten owner:</b> PAW Digest &amp; Protect Kitten Care chews are an ideal supplement for keeping your kitten's immune system strong and healthy, as studies have shown that bovine colostrum, one of its key ingredients can boost the immune response after a vaccination.</p>

## Recommend PAW Digest + Protect if your customer says:



- ✓ My new puppy/ kitten has had the occasional gut upset
- ✓ I'll be feeding a different diet to what they had previously
- ✓ My puppy/ kitten seems to have a sensitive tummy
- ✓ My puppy has been trying to get into everything, including the garbage!
- ✓ My puppy/ kitten is picky with their food
- ✓ My puppy has smelly stools
- ✓ I'm looking for a multivitamin to support my puppy/kitten in their general health and development
- ✓ My puppy/ kitten had a vaccine recently

# LOOK FOR SALES OPPORTUNITIES WITH OTHER PAW PRODUCTS FOR PUPPIES/ KITTENS

## SUPPORTING PUPPY AND KITTEN MENTAL WELLBEING

Despite puppyhood and kittenhood being a particularly exciting stage of life, with the multitude of changes that are all occurring during this time, they are also highly susceptible to stress.

Poor mental wellbeing can often manifest in signs such as anxiety, aggression, and fear, which can have a detrimental effect on the quality of life of your puppy or kitten. Dietary supplements such as PAW Complete Calm can be of benefit to assist in these situations.



### PAW Complete Calm Small Dog and Cat

Tasty fish & chickpea protein chews developed by vets to help alleviate stress and anxiety related behaviours

- ✔ Contains high levels of tryptophan, a serotonin (happy mood hormone) precursor to aid in reducing signs of stress
- ✔ B group vitamins to help support healthy nervous function
- ✔ Vitamins & minerals to maintain a healthy immune system

## SUPPORTING A HEALTHY SKIN AND COAT IN PUPPIES

Dogs have very different skin to humans so it's important to use a product that is specifically formulated for them, starting from when they are puppies and have particularly sensitive skin.



### Gentle Puppy Shampoo and Conditioning Spray

Developed by vets, in consultation with animal dermatologists, the Gentle Puppy range effectively cleans & conditions the coat using:

- ✔ pH neutral formulas
- ✔ Hypoallergenic sulphate & soap-free ingredients for gentle cleansing
- ✔ Essential oils to nurture the skin & leave a natural scent
- ✔ Moisturising ingredients to help nourish & hydrate the coat & skin for silky smooth, tangle-free coats

## MAINTAINING HEALTHY EARS IN PUPPIES AND KITTENS

Ear cleaning can be an important part of a proper grooming routine as dirty ears can develop into infections, especially for puppies with long, floppy & hairy ears.



### Gentle Ear Cleaner

A natural and gentle solution which softens, dissolves & removes excess ear wax, debris & odours without irritation

- ✔ Contains NO alcohol, acids or irritants, thus reducing discomfort & pain
- ✔ Requires only once a week maintenance usage for a healthy ear environment
- ✔ Available in a 120ml bottle with an easy to use, flexible applicator

BLACKMORES ANIMAL HEALTH

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DEVELOPED BY VETS  
INSPIRED BY NATURE