



welcome
to the family

DOG PET PARENT STARTER GUIDE

Exclusive savings and resources to help
give them all the care they need

petco 

unleashed by petco

Congratulations

on your new family member!



Adding a puppy or new dog to your household is an exciting, joyful time. They will charm you, try your patience, challenge your ability to keep up and entertain you endlessly. Their enthusiasm for even the most seemingly insignificant events is contagious. Dogs remind us that happiness is meant to be shared. They change our lives and steal our hearts.

At Petco, we have **more than 50 years of service** to pet parents. Because our *only* focus is on pets, we're committed to doing all we can to get to know you and your dog. We do this by staying true to our commitment to provide the right products, services, advice and experiences that keep pets physically fit, mentally alert, socially engaged and emotionally happy. Everything we do is guided by our vision:

Healthier Pets. Happier People. Better World.™

We know that navigating the world of pet supplies in the midst of the excitement of welcoming a new pet can be a bit overwhelming. That's why we've developed this simple guide to help you get the things you need for a happy, healthy dog.

A handwritten signature in white ink that reads "Brad Weston".

Brad Weston
Chief Executive Officer

everything you need ✓ to get started as a new dog parent



Nutrition—WHAT WE FEED THEM MATTERS.™

Ask about the best nutrition solution for your dog

- ☐ Create a whole meal
 - Dry food
 - Wet food
 - Mix-ins (e.g. toppers, rolls)
- ☐ Treat daily
 - Keep 'em happy (indulgent rewards)
 - Keep 'em healthy (dental treats)
 - Keep 'em busy (long-lasting chews)



Set up the home

- ☐ Food and water bowls
- ☐ Training crate and mat
- ☐ Dog bed
- ☐ Gate or fence
- ☐ Stain & odor removal products
- ☐ Potty pads
- ☐ Scoopers and bags for yard cleanup



On-the-go solutions

- ☐ Collar, harness, leash and I.D. tag
- ☐ Travel crate or carrier
- ☐ Mat and bowls
- ☐ Waste cleanup bags



Start the fun and games

- ☐ Puppy toys, chew toys, plush toys, fetch toys and rope



Get a healthy start

- ☐ Vaccinations, heartworm preventative and veterinary consultations
- ☐ Flea & tick prevention
- ☐ Dental care—toothbrush, toothpaste and dental treats
- ☐ Grooming appointment
- ☐ Grooming tools—brush, comb and deshedder
- ☐ Supplements—daily vitamins and probiotics



Encourage positive behavior

- ☐ Dog training classes
- ☐ Potty pads and housebreaking aids

“dogs are not our whole life,
but they make our lives whole.”

—Roger Caras



24/7 online resources

petco.com/newpetcenter for articles and videos to welcome your new pet

community.petco.com to connect with other pet parents

petco.com/foodmatters for advice on proper diet and feeding

petco.com/events to stay up to date on free, fun and big events near you

A photograph of two young children and a dog sitting on a wooden deck. The dog is a black and white spaniel-type, looking towards the camera. The children are looking off to the side. The text '5 SIMPLE STEPS TO SHOP FOR FOOD' is overlaid in large white letters.

5 SIMPLE STEPS TO SHOP FOR FOOD

1. read the label

If you don't understand an ingredient listed on a food or treat package, seek advice from a Petco store partner for more information.

2. choose the best protein sources

The first ingredient listed should be a form of high-quality protein such as chicken, beef, lamb or salmon. The order of ingredients is listed based on their percentages in the food, from greatest to least.

3. avoid artificial ingredients

Choose food that supports a high-quality, natural diet.

4. gluten- and grain-free

Gluten- and grain-free dog food can be a lifestyle decision and is an appealing choice for any pet parent who's concerned with food sensitivities in both humans and dogs.

5. nourish your dog's age and activity level

The right food formula for your dog is a combination of the specific needs to their age, activity and breed. A young growing puppy will need more calories than an older dog.

nutrition

WHAT WE FEED THEM MATTERS.™

Choosing the right food matters.

Not all pet food is created equal. It's important to know what you're putting in your pet's bowl. Just like human food, there's healthy pet food and there's junk pet food.

As pet parents, we want our pets to live long, healthy lives. Starting them with high-quality, natural food will help ensure your dog stays on the right nutritional track. We recommend minimally processed proteins such as frozen, fresh, freeze-dried or dehydrated food and toppers.

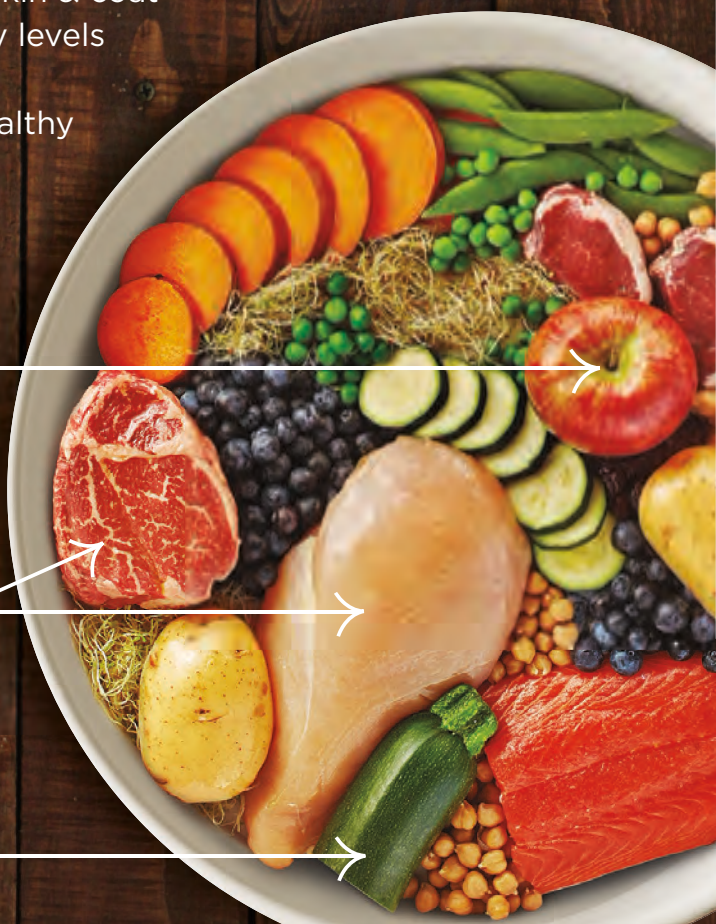
The benefits of eating wholesome, nutritious food can have a lasting impact on your pet's total health:

- ✔ Promotes healthy skin & coat
- ✔ Boosts their energy levels
- ✔ Aids digestion
- ✔ Helps support a healthy immune system
- ✔ Helps promote a healthy weight

Real fruits

High-quality
animal protein

Real vegetables





FREE BAG!
WholeHearted dog food

WHOLE hearted™

Feed them from the heart.

We believe a happy and healthy pet starts with what's in their bowl. That's why we'll never stop crafting recipes filled with real, wholesome ingredients that give your pets the goodness they need for more joyful moments together.

#WholeHeartedPets



Free

with Pals Rewards

WholeHearted Dog Food

Get any one 6 lb. bag free.

Not a valid coupon.
Get your free Pet Parent
Starter Guide at a Petco store.

Present printed coupon and Pals Rewards card to receive this offer. Valid at Petco or Unleashed by Petco on in-stock products. Not valid on the purchase of gift cards, prior purchases, salon services, dog training, vaccination services, our Self-serve Dog Wash, online or with any other coupon offer. Void if copied, altered, transferred, or if presented on a mobile device (except Reward Dollars), and where prohibited by law. Single-use coupon, limit one per household. Selection varies by store. **Expires: 2/1/18.**

50% off
with Pals Rewards

Dog Food

Choose any one 2.5 to 6 lb. bag from:

- BLUE
- Halo
- Royal Canin
- Whole Earth Farms
- Hill's Science Diet
- CANIDAE
- Merrick
- Solid Gold

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Starter Guide at a Petco store.

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Manage your pet's nutrition from your smartphone with Petnet's SmartFeeder.

- Find the best food for your pet's breed, age and activity level
- Manage feeding times and portion sizes all from your smartphone
- Never run out of their food again with Petnet's smart food delivery service
- Find Petnet in your local store or on petco.com

repeat delivery

up to

20% off

food & supplies

and

free
shipping
no minimum

Go to petco.com/repeatdelivery for details.



Free

with purchase
with Pals Rewards

Dog Food

Get any one free can with the purchase of any one bag from:

- BLUE
- Halo
- Royal Canin
- Whole Earth Farms
- Hill's Science Diet
- CANIDAE
- Merrick
- Solid Gold

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give them the ultimate nutritional boost

and provide extra protein and deliciousness through
nutrient-rich wet food and toppers!

50% off
with Pals Rewards

BLUE Dog Food

Any one roll.



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your dog needs all three.



• keep 'em happy •

Perfect for rewarding good behavior or just showing your love, because who can resist that furry face?

• keep 'em healthy •

A tasty way to support clean teeth and gums for a daily dental routine they'll love!



• keep 'em busy •

Beat boredom and satisfy their natural instinct to chew with bones, antlers, rawhide and more.



did you know proper treating can:

- ✓ Help promote healthy teeth and gums
- ✓ Help improve bad breath
- ✓ Provide mental stimulation
- ✓ Help beat boredom
- ✓ Nurture natural instincts
- ✓ Reward good behavior
- ✓ Provide positive reinforcement while training





WHOLE hearted™

10% off
with Pals Rewards

**WholeHearted
Puff Dog Treats**
Any one package.

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Starter Guide at a Petco store.

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- **GOOD LOVIN' IS MADE WITH HIGH-QUALITY AND TASTY INGREDIENTS THAT HELP KEEP PETS HEALTHY AND SATISFIED.**
- **GOOD LOVIN' HAS A GREAT SELECTION OF CHEWS IN A VARIETY OF FORMS AND PROTEINS THAT KEEP PETS MENTALLY STIMULATED.**

Good Lovin'



RAWHIDE TREATS THAT KEEP DOGS ENTERTAINED

10% off
with Pals Rewards

**Good Lovin' Bones,
Chews or Rawhide
for Dogs**
Any one package.

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Starter Guide at a Petco store.

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50% off

with Pals Rewards

**Better Belly
Highly Digestible
Rawhide for Dogs**

Any one package.



50% off

with Pals Rewards

**Greenies
Dog Treats**

Any one package.



50% off

with Pals Rewards

**Merrick
Dog Treats**

Any one package.
Excludes bones.



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Starter Guide at a Petco store.

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Get your free Pet Parent
Starter Guide at a Petco store.

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unbeatable prices *and* satisfaction

Your pet will love it or we'll take it back!*

*Retail quantities only. All competitor restrictions and expiration dates apply. Does not apply to internet, catalog or distributor company prices, clearance items, live animals, pet services, third-party services, special offers or promotions including rebates, mail-in offers, free with purchase offers, limited quantity offers or bundled promotions. Regional restrictions apply.

50% off

with Pals Rewards

Solid Gold Dog Treats

Any one package.



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50% off

with Pals Rewards

SmartBones Dog Chews

Any one package.



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50% off

with Pals Rewards

Dogswell Dog Treats

Any one 3.6 to 12 oz. package.



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50% off

with Pals Rewards

Zuke's Dog Treats

Any one package.



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50% off

with Pals Rewards

Nylabone Healthy Edibles or Nutri Dent Dental Dog Chews

Any one package.

(up to \$20 value)



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50% off

with Pals Rewards

Cloud Star Dog Treats

Any one package.



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set up the home.

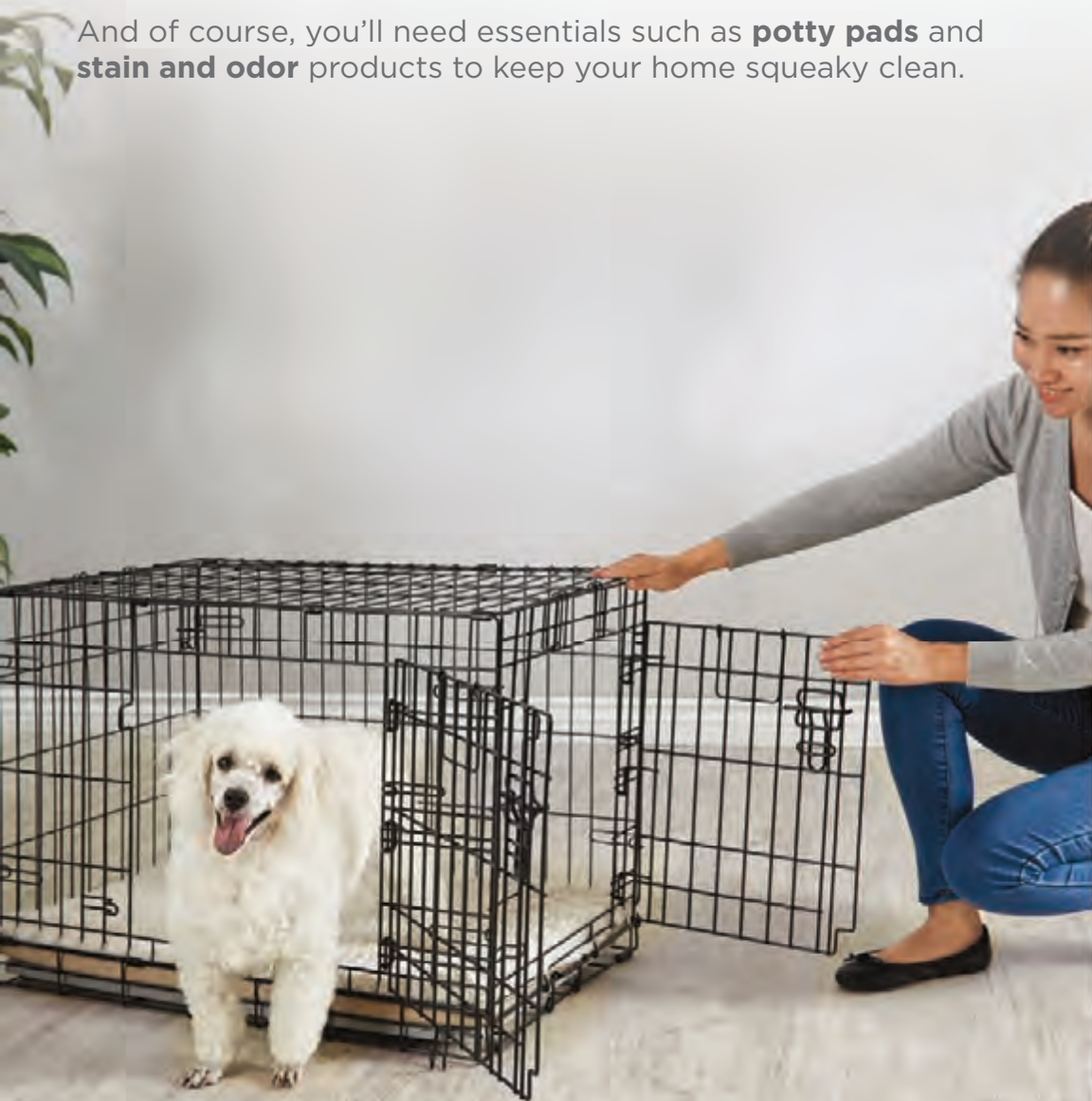
To help your new dog settle in at home, provide them with:

A place to eat: designated food and water bowl

A safe place to relax: a crate, kennel or gate

A place to sleep: a comfy bed

And of course, you'll need essentials such as **potty pads** and **stain and odor** products to keep your home squeaky clean.



set up the home.



3 steps for picking the right bed:

Step 1: Choose their size

- Small
- Medium
- Large
- X Large

Step 2: Choose the right fill

- Memory foam—for ultimate support
- Orthopedic foam—firm support that helps ease bone and joint pain
- Polyfiber fill—standard support

Step 3: Choose their bed style

Find their bed based on how they sleep.

nester

Sleep position: Loosely curled

Bed shape: Box bed



cuddler.....

Sleep position: Curled up in a ball

Bed shape: High walls, oval shape



lounger.....

Sleep position: On back, legs up

Bed shape: Flat pillow with elevated sides



sleeper.....

Sleep position: Outstretched

Bed shape: Some walls with open sides



10% off
with Pals Rewards

Bowlmates Bowls or Accessories for Dogs

Choose one.

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bowlmates™

customize your complete feeding solution

Bowlmates feeding solutions add creativity to chow time by giving you the options you need in the color and designs you love.



Stylish pet furnishings designed with you and your pet in mind

Your home is a shared space of comfort for you and your pet—and we make it easy to satisfy your pet's needs without having to sacrifice your personal style.



HARMONY™



10% off
with Pals Rewards

Harmony Dog Bowls

Choose one.

Excludes gravity waterers & feeders, automatic fountains and accessories.

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Harmony Dog Beds

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20% off

with Pals Rewards

Nature's Miracle Advanced Stain & Odor or Urine Destroyer Solution for Dogs

Any one 32 oz. bottle.



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Keep your home oh so fresh and clean.

Life happens. And with dogs, messes happen. So Phresh has you covered with effective, easy-to-use products that make it easy to stay in control of a fresh, clean home.

sophresh™



10% off

with Pals Rewards

So Phresh Leak Guard Potty Pads for Dogs

Any one. package

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10% off

with Pals Rewards

So Phresh Waste Pick-up Bags or Dispensers for Dogs

Choose one.

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set up the home. crate training

Crate training is valuable for providing a sense of personal space and security for your dog.

Some of the benefits of crate training include:

- ✓ Aids in potty training
- ✓ Makes traveling with your dog easier
- ✓ Gives your dog a place of their own to go for peace and quiet
- ✓ Aids in creating structure in your dog's life

**15%
off**
with Pals Rewards

You & Me Crates

Choose one.

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Starter Guide at a Petco store.

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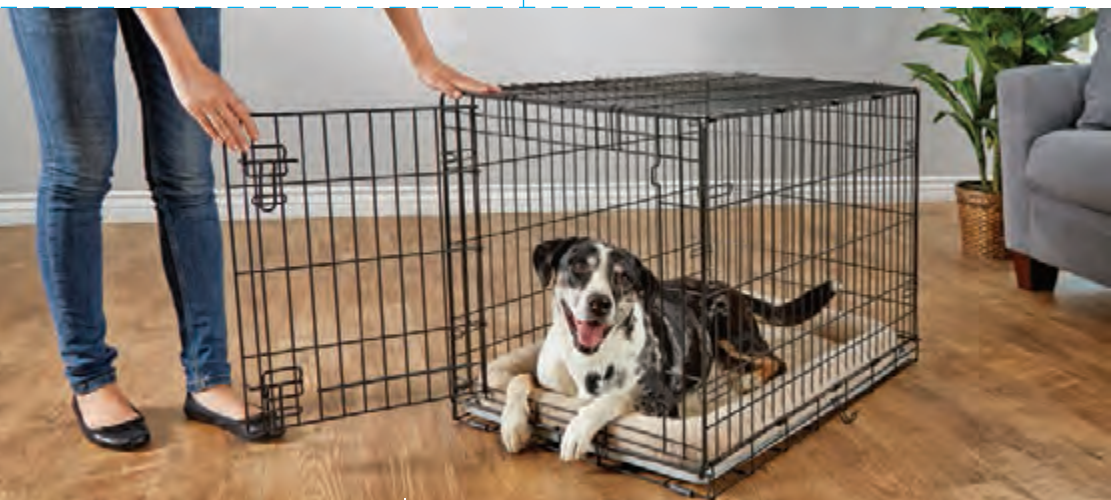
**10%
off**
with Pals Rewards

**You & Me
Crate Mats**

Choose one.

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You & Me 36" 1 Door Basic Training Crates | SKU 2621433

on-the-go solutions.



Get ready for new adventures.

Help keep them safe and comfortable while traveling with:

- ✓ Travel crate or kennel
- ✓ Seat belt restraints, harnesses or booster seat
- ✓ Up-to-date I.D. tags
- ✓ Microchip I.D.
- ✓ Copy of your dog's vaccination and health records
- ✓ Favorite food and toys

**if traveling
by plane,**
check with your airline
before flying to get
a list of approved
travel-related
supplies.

Petmate 2 Door Top Load Kennel | Berry | 2408309

**10%
off**
with Pals Rewards

**Petmate or
You & Me Kennels**

Choose one.

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**10%
off**
with Pals Rewards

**Petco Brand, Good2Go
and Bond & Co. Collars,
Leashes and Harnesses**

Choose any one collar or harness
and any one leash.

Collar/Harness

Not a valid coupon.
Get your free Pet Parent
Starter Guide at a Petco store.

Leash

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Get your free Pet Parent
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on-the-go solutions.

20% off

with Pals Rewards

Kurgo Auto Harness

Choose one.

Excludes clearance.



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20% off

with Pals Rewards

Sherpa Pet Carrier

Choose one.

Excludes clearance.



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\$1 off

with Pals Rewards

F.i.d.o. Engravable I.D. Tags

Choose one.



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20% off

with Pals Rewards

Comfort Zone Adaptil Calming Solution for Dogs

Choose one.



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start the fun and games. ready, set, play!



Did you know?

- ✓ Puppy toys help keep foster positive behaviors and offer soft and cuddly plush
- ✓ Chew toys keep your pup satisfied with durable play options
- ✓ Chew & Treat toys entertain and reinforce positive behavior through treat dispensing play
- ✓ Plush toys with squeakers provide cuddles and fun
- ✓ Tough plush toys offer play options for “ruff” dogs
- ✓ Fetch toys are great for interactive play
- ✓ Rope toys are a good option for aggressive chewers



Have more fun with toys that spark their natural instincts!

Playtime is at the heart of the bond we share with our pets. Think, move and engage with our toy collection that is designed by pet specialists to entertain pets and stimulate their natural instincts.

Buy 2, Get 1

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Leaps & Bounds Dog Toys

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Help keep them healthy with:

- ✓ Vaccinations, heartworm preventative and veterinary consultations
- ✓ Flea & tick prevention products
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- ✓ Grooming appointment
- ✓ Grooming tools—brush, comb and deshedder
- ✓ Supplements—daily vitamins and probiotics

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