



Puppy Growth & Development.

Not all puppies develop at the same **rate**. For example, a Great Dane will take **over 12 months** to reach full maturity whereas for a terrier it is closer to **6 months**.

During the first 2 or 3 months of life **nutrition plays a crucial role in determining the health and wellbeing of the dog in later life**. During these **initial months** millions of **nerve pathways are being formed** and extended, whilst **bones and muscles grow** and strengthen at rapid rates.

All of these processes require carefully **balanced levels of amino acids, fatty acids and, vitamins and minerals** to function fully and properly, and **any dietary deficiencies at this stage can be disastrous**. It is therefore **essential to choose a puppy food carefully**, and select one which contains **digestible proteins, such as fish**, and a **good range of fatty acids**, such as **EPA and DHA Omega-3 oils found in fish**.

Good, balanced proteins will rapidly be digested and broken down by the puppy into amino acid **building blocks**, which are then transported around the body to **target areas**. Around the **skeleton they create muscle tissues**, in the **blood and liver they make up vital enzymes**, and in **the brain they ensure that the healthy development of hormones and senses**, such as **sight and hearing**. Fish4Puppies provides **high protein quality in levels needed for good development**, with **over 70% fish**.

Omega-3 fats found in **Fish4Puppies** are also an **essential part of the diet during this early developmental phase**, as they are involved in **nerve formation and skin integrity**. The "sleeves" through which nerve fibres run **require fatty acids for their development** and so a **deficiency of these substances can cause neural defects**, such as impaired vision, mental alertness, and movement.

The **skin is rapidly growing and thickening during this time** and **fatty**

acids are essential to keep the skin smooth and supple as it expands.

Omega-3 oils are also important for **reducing inflammation** during this time, when new **external influences**, such as meeting new dogs and bacterial challenges, can elicit negative responses by the body.

It is also a time when **behaviour training can begin**, as the puppy **learns new ways to socialise**. **Treats can play an important part in this process** but it is essential to choose **healthy options** that **do not disrupt the balance of nutrients** in the main diet. Small pieces of **dried fish** such as **Sea Jerky is ideal** as they are **very palatable**, contain **omega-3 oils**, and are relatively **low in calories** (which means that the quantity of complete food need not be reduced).

As the puppy moves into the **second period of its development** the **bones begin to extend and thicken**, and it is essential during this period that the **balance of minerals in the diet is controlled**. For example, a large breed such as a Labrador will require as much as a teaspoon full of **calcium and phosphorus** each day to keep pace with **bone growth**. However, **these minerals must be provided in a form that the puppy can easily digest and assimilate, such as fish**.

FEED FISH ... AND SEE THE DIFFERENCE!