



# Life Stages

## Growing up with KONG - Toys and Treats for All Ages

Your dog's toy and treat requirements will change over the course of his life. For instance, puppies need smaller, softer toys for their developing jaws and muscles. Adolescent and adult dogs need larger, more durable toys to withstand the demands of their stronger jaws and muscles. Senior dogs also have their own special toy needs. Additionally, your dog's treats should be uniquely formulated to meet the nutritional needs of his current life stage.

KONG Life Stages helps you determine the proper age-appropriate KONG toys and treats for your dog. Each KONG toy and treat has been tested and approved by veterinarians to meet the unique requirements of puppies, adult dogs and senior dogs.

For over thirty years, KONG toys and treats have been widely recommended by veterinarians, trainers and behaviorists. The KONG Company's attention to the health and well-being of pets is unequalled and



**IMPORTANT: Remember to graduate to the appropriately sized KONG toys as your puppy grows.**

wide variety of safe, age-appropriate toys and healthy KONG Stuff'N treats is second to none. You can be assured that you have purchased the very best. PLEASE REMEMBER: No dog toy is indestructible. Always supervise your dog's play with any new toy until you are confident they can be used safely without supervision. Always replace worn or damaged toys.

## KONG Size Chart

Look for your dog's specific breed or a similar breed for size recommendations.

**Important:** Proper KONG toy sizing is best determined using a combination of your dog's weight, breed (or a similar breed) and chewing temperament. If your dog is a power chewer, you may need to size up one or two sizes, or graduate to KONG Extreme toys. If more than one dog will have access to the toy, choose the size appropriate for the largest dog. For further sizing information, visit [www.KONGcompany.com](http://www.KONGcompany.com).

Dog Breeds	Recommended Sizing			
	PUPPY Sizing*	CLASSIC Sizing	EXTREME Sizing*	SENIOR Sizing
Akita	L	XL, XXL	XL, XXL	See Below**
Alaskan Malamute	L	XL, XXL	XL, XXL	See Below**
American Pit Bull	L	XL, XXL	XL, XXL	See Below**
Basset Hound	M, L	L, XL	L, XL	L
Beagle	S, M	M	M	M
Bichon	S, M	S; M	M	M
Boston Terrier	S, M	M	M	M
Boxer	M, L	L; XL	L, XL	L
Brittany	S, M	M, L	M, L	M, L
Bulldog	L	XL; XXL	XL, XXL	See Below**
Chihuahua	S	S	-	S
Chow Chow	M, L	L; XL	L, XL	L
Cocker Spaniel	S, M	M, L	M, L	M, L
Collie	M, L	L, XL	L, XL	L
Doberman	M, L	L; XL, XXL	L, XL, XXL	L*
Dachshund	S, M	M; L	M, L	M, L
Dalmatian	M, L	L; XL	L, XL	L
Fox Terrier	S, M	S; M	M	M
German Shepherd	L	L; XL; XXL	L, XL, XXL	L*
Golden Retriever	L	L; XL, XXL	L, XL, XXL	L*
Great Dane	L	XXL	XXL	See Below**
Greyhound	M, L	L; XL, XXL	L, XL, XXL	L
Irish Setter	M, L	L, XL	L, XL	L
Jack Russell Terrier	S, M	M, L	M, L	M, L
Keeshond	M, L	L, XL	L, XL	L
Labrador Retriever	M, L	L; XL	L, XL	L
Lhasa Apso	S, M	S; M	M	M
Maltese	S	S	-	S
Mastiff	L	XXL	XXL	See Below**
Poodle (std.)	M, L	L, XL	L, XL	L
Poodle (toy)	S, M	S, M	M	M
Pug	S, M	M	M	M
Rhodesian Ridgeback	M, L	L; XL, XXL	L, XL, XXL	L
Rottweiler	L	XL; XXL	XL, XXL	See Below**
Saint Bernard	L	XXL	XXL	See Below**
Samoyed	M, L	L, XL	L, XL	L
Schnauzer (min.)	S, M	S; M	M	M
Schnauzer (std.)	S, M	M, L	M, L	M, L
Schnauzer (giant)	M, L	L; XL, XXL	L, XL, XXL	L*
Scottish Terrier	S, M	L, XL	L, XL	M, L
Sheltie	S, M	M, L	M, L	M, L
Shih Tzu	S, M	S; M	M	M
Siberian Husky	M, L	L; XL	L, XL	L
Springer Spaniel	M, L	L, XL	L, XL	L
Staffordshire Terrier	L	XL; XXL	XL, XXL	See Below**
Weimaraner	M, L	L; XL, XXL	L, XL, XXL	L
Westie	S, M	M	M	M
Yorkshire Terrier	S, M	S, M	M	M

\* Known extreme chewers. Extra caution and supervision required  
 \*\* Senior KONG is not recommended for this breed

## PUPPIES SEVEN TO TWELVE WEEKS: Early Puppyhood

Congratulations on your new addition. Finding the perfect puppy can be a challenging process that requires thoughtful attention and planning. Now that you have your furry bundle of joy, finding the proper toys and treats is easy. Much like a human baby, your puppy has special needs and requirements that must be met to ensure your puppy's good health and happiness. This guide will give you an overview of the toys and treats we recommend for your puppy now and throughout adulthood.

Puppies in this age group are social animals that relish human contact and playtime. Your puppy will need lots of attention and interactive toys to cope with the loss of littermates and adjust to his new home. This is the perfect time for establishing good behaviors and bonding with your puppy. KONG toys and treats are the ideal training aids for reinforcing and rewarding positive behaviors. Using KONG toys stuffed with any healthy KONG Stuff'N treat will help ease separation anxiety, promote proper chewing behavior, aid in crate training, and relieve boredom.

## Recommended KONG Products for Puppies Seven to Twelve Weeks



## PUPPIES THREE TO SIX MONTHS: Late Puppyhood

Teething is a major issue during this period of rapid growth. Offering your puppy a variety of safe, soothing chew toys is essential for developing proper chewing habits. It may even save your favorite pair of shoes.

At this age, your puppy, like most young dogs, may occasionally misbehave and disregard what he has already learned. Be persistent and keep up with his education. Reward good behavior with KONG Stuff'N treats and continue interactive play with KONG toys. When your active puppy is focused on a specific job, such as retrieving a Puppy KONG Flyer or un-stuffing a treat-filled Puppy KONG, he will expend pent-up energy in a positive and rewarding way.



**Please remember to graduate to larger-sized Puppy KONG toys as your puppy grows.**

## Recommended KONG Products for Puppies Three to Six Months

In addition to products listed on page five



## PUPPIES SIX MONTHS TO ONE YEAR: Adolescence

Growing puppies at this age should have longer play periods. Playtime is good exercise and helps strengthen the bond between you and your puppy. Incorporating a variety of KONG toys will make playtime more enjoyable. KONG toys stuffed with healthy KONG Stuff'N treats become effective tools that help solve common problems like destructive chewing, separation anxiety, and boredom.

**IMPORTANT:** Your puppy may need to graduate to larger-sized KONG toys, as this is a period of continual growth.



## Recommended KONG Products for Puppies Six Months to One Year

In addition to products listed on page seven



Stuff'N Easy Treat

KONG Classic



Wubba



Stuff-A-Ball



AirDog Squeakair Balls



Stuff'N Liver Snacks

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## DOGS ONE TO SEVEN YEARS: Adulthood

You and your dog have come a long way. Remember that training and reinforcing good behavior are necessary throughout your dog's life. Make training fun for you and your dog. KONG toys and a variety of healthy KONG Stuff'N treats can make all the difference. Rotate your dog's toys regularly to keep his interest, leaving only a few toys available at one time.



**IMPORTANT:** Your dog is much larger and stronger now; be sure to graduate to adult KONG toys as your dog is ready.

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## Recommended KONG Products for Dogs One Year and Up

In addition to products listed on page nine



KONG Extreme

ZIGGIES



Wet Wubba



KONG Dental



Flyer



Goodie Bone

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## DOGS SEVEN YEARS AND UP: Mature to Senior Dogs

Dogs in this group are beginning to show signs of aging. Their muscles may begin to lose some strength, their teeth and gums may begin to show some wear, and they may start to show some gray hair. Toys and play continue to be important elements of health and fitness throughout this stage. Providing regular physical activity for your loyal friend will help him feel young and stay healthy.

The Senior KONG line is designed to provide mental stimulation, encourage play and promote exercise in senior dogs. The KONG Senior toy is softer for aging teeth, gums and jaws. The special rubber is gentler on a dog's mouth, so older dogs can chew easily without tiring or overexerting themselves. Just like the KONG Classic toy, KONG Senior toys can be stuffed with treats. Try KONG Stuff'N Senior Snacks and Senior Easy Treat; they are sure to bring out the puppy in your dog.



## Recommended KONG Products for Dogs Seven Years and Up



KONG Senior

Stuff'N Senior Snacks

Stuff'N Senior Easy Treat

**Doesn't your dog deserve a KONG today?**

The unique bond between you and your dog is priceless. Your four-legged friend depends on you to provide for his basic needs: food, shelter, health and happiness. In return, your dog will shower you with unconditional love and companionship.

The KONG Company realizes the importance of the human-canine bond and has developed toys and treats for all stages of your friend's life. KONG products help develop, maintain and strengthen the bond between you and your dog.

Visit [www.KONGcompany.com](http://www.KONGcompany.com) to sign-up for the free KONG newsletter and enter to win a KONG gift basket.

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Your dog will love you for it.™