

5 ways we're using science to give puppies a healthy start in life

1

Based on data from 50,000 healthy young dogs, we developed the **WALTHAM™ Puppy Growth Charts** to help owners and veterinarians track if a puppy is following the expected growth pattern for their age and breed. This also helps in monitoring a puppy's healthy development and identifying the ideal weight they should maintain in adulthood.



2

Analysing puppy DNA can help owners and veterinarians spot any potential health problems and act sooner to protect a dog's health. **The Wisdom Panel** health screening provides insights into the genetic health of a dog and can identify their potential to develop numerous high-risk conditions.



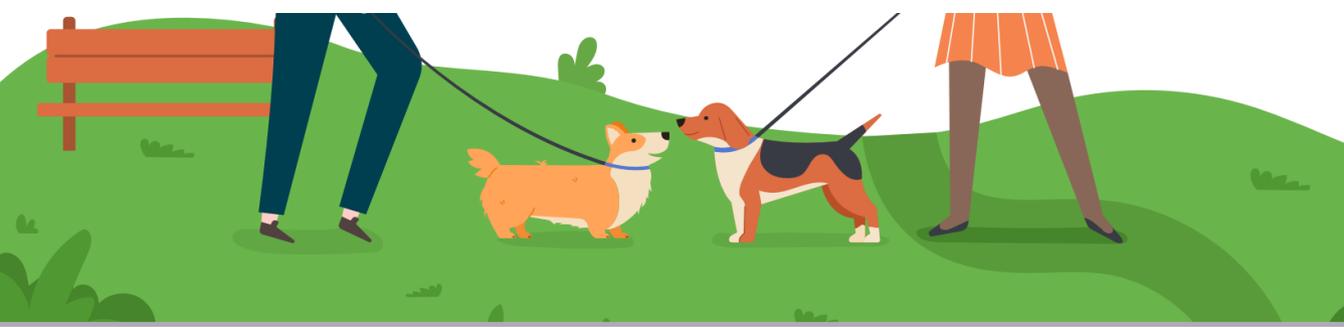
3

Just like in humans, a healthy microbiome can positively impact a pet's overall health. Thanks to our **research**, we know a puppy's gut microbiome develops during their first weeks of life and changes at specific points, such as when they are weaned or rehomed. Understanding these changes can help us support a puppy's health and wellbeing as they grow into adulthood.



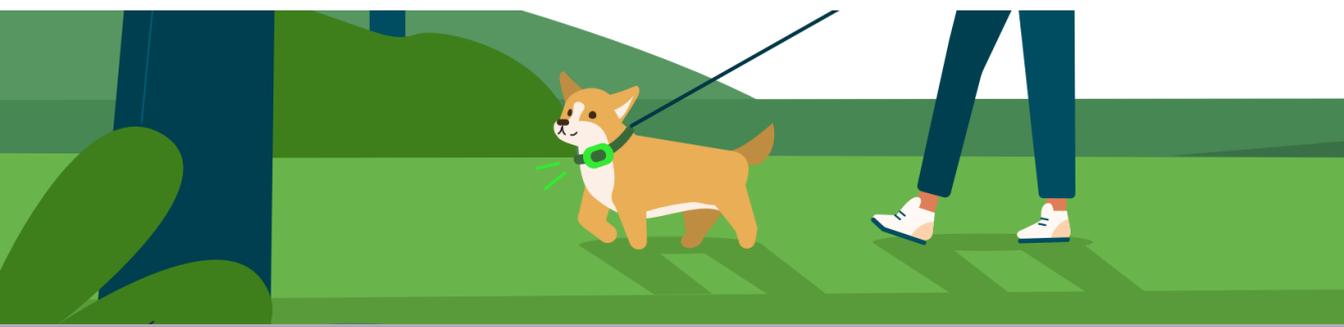
4

We know that positive socialisation practices are critical for your puppy's development and future behaviour, so they can grow into happy, confident dogs. As socialising has been hard during lockdown, we've gathered **helpful tips and practices** from our pet behaviour experts to help socialise your puppy until coronavirus restrictions are lifted.



5

Unlike humans, puppies can't tell us what's wrong. However, today we're using technology to give them a voice. Powered by the **Whistle** activity monitor, the **Pet Insight Project** is analysing dogs' scratching patterns to help veterinarians diagnose possible skin conditions.



We are committed to using the power of science to help puppies (and all pets) live happy, healthy lives for longer – and to deliver on our purpose:
A Better World For Pets™.