

# socialization care sheet



If you expose your puppy early on to the sorts of people and situations they will experience throughout their life, they will grow to be a safer, happier, and more relaxed dog. The critical period for socializing your puppy is between 4 and 16 weeks of age, but is also a life long process.



## hello world!

Introduce your puppy to people, other dogs, and other species (like cats). It's important to identify a favored reward to reinforce good behavior. For example, offer them their favorite toy, give them a treat or even a tummy rub. Introduce your puppy to 5 new people per week until they are 16 weeks old, and at least one person per week after 16 weeks. Having the new friend present a favored reward to your puppy to help with the puppy's comfortability. Just like people, puppies should be exposed to a large variety of people to maximize comfort: different ages, ethnicities, and genders. Puppies need to play with other well behaved, vaccinated pets (not just other dogs) to encourage a friendly, well rounded demeanor.



## body language

Pay attention to your puppy's body language. When your puppy feels secure with a person or pet, their body will be relaxed with ears up and tail wagging. When they are fearful, their body will be tense. They might back away or cower with their ears down and tail between their legs. If this happens, slow down! Take some time away from your puppy's new friend to make him/her feel comfortable and try introducing them again.



## things to avoid

DO NOT use any physical discipline like hitting or kicking under any circumstance! They can harm your puppy and potentially lead to more aggressive behavior. Physical violence toward your pet will also cause them to be fearful and/or aggressive around strangers and new pets which may hinder their sociability. For your puppy's safety, do not take your puppy to areas with unfamiliar dogs or other animals that could potentially spread disease. These places include dog parks and beaches, rest stops, etc.

for more information or to see other care sheets,  
visit us online

