

Discover your puppy's

Super Powers

with a little help from ADAPTIL® Junior

Social
Superstar

Master of
Manners

Inner
Confidence

Nerves
of Steel

Advanced
Powers



ADAPTIL® Junior
is scientifically proven to
help improve the learning
abilities of puppies¹

Help your puppy
reach their full potential

 **ADAPTIL® Junior**
adaptil.com.au

How to make the most of puppy school

Every puppy has the power to be a very good dog. But being a puppy can be scary, as they move into a new home and meet new people and other dogs for the first time.

Puppies have a critical socialisation period up to 16 weeks of age with special consideration between 3-12 weeks. The puppy's experiences during this critical period of learning and development can influence and shape their behaviour well into adulthood.

Negative experiences can leave them with long lasting memories making it harder for puppies to develop good social skills and the ability to accept anything new and unfamiliar later in life. Using ADAPTIL Junior during this period helps your puppy to learn better and faster, and develop into a well-balanced adult dog.



Help your puppy become a super student with Adaptil® Junior

The Adaptil® Junior collar contains a synthetic copy of the comforting pheromone released by mother dogs to calm and reassure new puppies. This helps puppies feel as secure with their new family as they did with their mother.

Using Adaptil® Junior during puppy school has been scientifically proven to reduce anxiety in all puppies-in-training and even helps them learn how to behave¹.

How Adaptil® Junior works

Once fitted on to the puppy's neck Adaptil junior continually releases calming pheromone messages to provide 4 weeks of constant support.

Ensure continuous support to your puppy during the socialisation period (from adoption to 6 months old) by using a new collar every month.



Continuous diffusion for one month



Convenient buckle easy to fasten around the pups neck

Boost your pup's power

to learn with ADAPTIL® Junior

As your puppy progresses through puppy school and beyond with the help of Adaptil® Junior, they will develop five key superpowers that will help them grow up into a very good dog. When they've mastered each superpower, you can award them their Superpup power sticker!

Each sticker will remind you how far they've come in their training. When they've collected the first four stickers, they'll be able to graduate puppy school and work with you on gaining their final advanced superpower sticker.



NERVES OF STEEL

Just like humans, stress, anxiousness and fear can interfere with a puppy's ability to learn and socialise. The calming pheromones in Adaptil® Junior help reduce stress and make your puppy feel more relaxed so they can learn more effectively. When they develop their nerves of steel your Superpup will be able to:

- Interact without barking excessively
- Cope with noise
- Encounter new situations without hiding
- Have new experiences without whining or trembling

Adaptil® Junior puppies had 50% lower fear scores after 8 weeks of puppy school compared with other puppies.¹



SOCIAL SUPERSTAR

Puppy school will start you and your puppy on the road to success by providing timely advice and vital opportunities for socialization with other people and dogs. Puppies wearing Adaptil Junior had longer & more positive interactions.¹ Your social superstar pup will soon be able to:

- Meet new dogs without aggression or over excitement
- Play nicely with other dogs
- Relax quickly in a new environment



Adaptil® Junior puppies were 2x better socialisers one month after puppy school compared with other puppies.¹

INNER CONFIDENCE

- ❑ Reduced separation issues
- ❑ Ability to entertain themselves
- ❑ Reduced night-time disturbances



Adaptil® Junior puppies are ~10x more likely to sleep through the night than other puppies.²

MASTER OF MANNERS

- ❑ Toilet training
- ❑ Obey commands (recognise their name, sit, stay)
- ❑ Coming when called
- ❑ Good leash habits (walking and/or following calmly)
- ❑ Play biting & chewing



In puppy school, Adaptil® Junior Superpups¹:



Are more relaxed in class, helping them stay focused¹



Are less shy, play more and for longer than puppies using placebo collars¹



Need less repetition of commands to achieve success¹



Have a higher frequency of success with training tasks, even at home.¹

Well done!

Your pup has graduated with flying colours! Now you can work on earning your advanced powers sticker at home.

ADVANCED POWERS

Continue at-home training with the support of Adaptil® Junior to help your Superpup develop their powers even further:

- ❑ Meet new people or animals without aggression or over excitement
- ❑ Control fear around unfamiliar objects/shapes (e.g. people with hats, balloons, garbage bags)



Ensure your puppy is ready to make the most of puppy school.

Purchase Adaptil® Junior from your vet today¹



One year after training, with Adaptil® Junior **80%** of owners reported good to very good socialisation results across all measures.

By contrast, **52%** of owners using placebo collars reported negative results.¹

References:

1. Denenberg S, Landsberg GM. J Am Vet Med Ass 2008; 233:1874-1882.
2. Gaultier E et al. Vet Rec 2008; 163:73-80.

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ADAPTIL® Junior

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