

## Recipes

### PUPPY DIETS



**Chicken and White Rice**  
Avail in 7 oz., 18 oz., 72 oz.



**Fish and Sweet Potato**  
Avail in 7 oz., 18 oz., 72 oz.

### ADULT DIETS



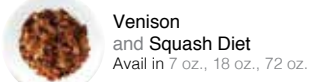
**Turkey and Whole Wheat Macaroni**  
Avail in 7 oz., 18 oz., 72 oz.



**Beef and Russet Potato**  
Avail in 7 oz., 18 oz., 72 oz.



**Lamb and Brown Rice**  
Avail in 7 oz., 18 oz., 72 oz.



**Venison and Squash Diet**  
Avail in 7 oz., 18 oz., 72 oz.



**Balanced Remedy Veterinary Diet**  
Avail in 14 oz., 72 oz.

Ask about our line of prescription diets and our 25 lbs bucket program. To order and for detailed pricing information visit [www.justfoodfordogs.com](http://www.justfoodfordogs.com)



### JFFD Omega Plus Icelandic Premium Fish Oil

Premium source of EPA and DHA. Maintains healthy skin. Avail in 8 oz., 16 oz., 32 oz.



## Supplements

**Calm**  
Potent Anxiety Support (90 tablets)

**Joint Care**  
Supports & Protects Cartilage Matrix Tissue (60 capsules)

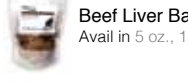
**Skin & Allergy Care**  
Olive Leaf Extract (60 capsules)

**Probiotic Live**  
Supports Digestion & Promotes a Healthy Intestinal Flora (60 capsules)

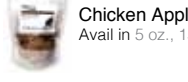
## Treats



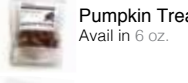
**Salmon Bark**  
Avail in 5 oz.



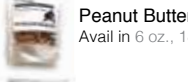
**Beef Liver Bark**  
Avail in 5 oz., 15 oz.



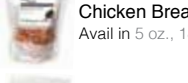
**Chicken Apple Bark**  
Avail in 5 oz., 15 oz.



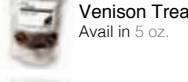
**Pumpkin Treats**  
Avail in 6 oz.



**Peanut Butter Treats**  
Avail in 6 oz., 18 oz.



**Chicken Breast Treats**  
Avail in 5 oz., 18 oz., 28 oz.



**Venison Treats**  
Avail in 5 oz.



**Beef Flank Steak Treats**  
Avail in 5 oz.

# JustFood ForDogs®

More life. More years. More love.™

### Costa Mesa Kitchen

103 E. 17th St., Costa Mesa CA 92626

### West Hollywood Kitchen

7870 Santa Monica Blvd., West Hollywood CA 90046

### Sherman Oaks Kitchen

13900 Ventura Blvd., Sherman Oaks CA 91423

### Manhattan Beach Kitchen

1605 N. Sepulveda Blvd., Manhattan Beach, CA 90266

### Capistrano Beach Pantry

26886 Calle Hermosa, Capistrano Beach, CA 92624

### Downtown Los Angeles Pantry

333 S. Spring St., Los Angeles CA 90013

### Anaheim Hills Pantry

5799 E. La palma Ave., Anaheim, CA 92807

### Long Beach Pantry

2200 N. Lakewood Blvd., Long Beach, CA 90815

(Please note that hours of operation and product variety may be limited at our Pantry locations.)

**Cooked Fresh | Packaged Frozen | Delivered to Your Door**

949.722.3647 | 866.423.9405 fx | Open 7 Days/Week

Visit [JustFoodForDogs.com](http://JustFoodForDogs.com) for detailed information about our kitchens.

**JustFoodForDogs.com**

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More life. More years. More love.™



## Puppy Gentling

[JustFoodForDogs.com](http://JustFoodForDogs.com)

## Congratulations

... on the arrival of your new family member. We at JustFoodForDogs® absolutely love dogs, and we thank you for your commitment to become a new pet parent. To support your commitment, we have designed this Puppy Kit and this quick reference guide which includes valuable guidelines on nutrition, training, and health care. This is an exciting time to be a new pet parent thanks to the incredible advances in veterinary care and nutrition. With the decision to join the JustFoodForDogs family, you are ensuring a lifetime of more life, more years, and more love.

We started JustFoodForDogs with one, simple, primary objective – to increase the quality and length of life for as many dogs as possible through a proven, balanced, whole food diet. JustFoodForDogs is quite simply the very best food you can feed your dogs. Independent research at a major university found that dogs fed our food experience a boost in immune cells and markers of health. In short, our food makes dogs healthier. We want your dog to have the advantages that come along with using only ingredients certified and approved by the USDA for human consumption. That is why we not only give away our recipes, we do it gladly and we even teach you how to make our food at home.



# Behavior and Training

...are the single most important topics with respect to a new puppy. In fact, improper socialization can lead to behavior problems which are the number one leading cause of rehoming or euthanasia among dogs in the USA. For this reason, we will start with some behavior basic.

Firstly, while dogs thrive on the same quality food humans eat, dogs are not humans! Most of the behavior problems that develop are due to our forgetting of this simple fact. Instead, we forget they are dogs, treat them like other people and that tends to lead to undesirable behaviors. The single most important concept you can take to heart is that a new canine family member will thrive best when they see you, and all the other humans in the household, as their leader. Dogs will instinctively look for a leader, and if no leader is established, then they will attempt to assume that role. This is usually more stressful for them, as they are inexperienced in that role. If forced to "lead," most new puppies will get it wrong and become stressed. This could lead to aggression or fear, and as such is best avoided. In this context, the best thing you can do is establish all humans as leaders and appropriately show the puppy that their place in the hierarchy is at the bottom. You shouldn't think of this as harsh, but rather necessary for a long, healthy life.

From 6-14 weeks of age, puppies are at their optimal socialization age. Through 20 weeks of age, they continue to socialize, but not with the same impact. Socialization is the period in life where everything that will ever happen to the puppy, should happen. Therefore, it is critical to practice "puppy gentling" at this age. A video of these exercises can be found at: <https://youtu.be/YirX4LCWP3g>

It is important that you perform these exercises confidently, thus watch the video first if possible

You must perform the exercises in their entirety or they could backfire if the puppy gets free on their own accord. If in doubt, do not perform these exercises.

You do not need to say anything during these exercises except at the end when you throw a big party for their compliance. A quiet neutral energy is preferred during the actual exercise.

Initially, do not let children do these exercises as they rarely do them properly, or they may laugh which is not neutral energy. Instead master them first, and work with the puppy for a few weeks before introducing children to the exercises.

**Suspend & Hug:** hold the puppy up to your eye level from under the front legs, when the puppy looks away he/she is submitting to you. At this point hold the puppy against your body, restraining the head in your hand, against your chest. Some puppies will wiggle, scream, or challenge. If this happens, gently squeeze and let up. Repeat until the puppy submits completely. Once the puppy submits, give him his freedom back, and offer him his favorite JFFD treat. If he's still accepting treats, continue training or go to the next exercise. If he rejects the treat, consider pausing the training and try again in a few hours - he may be stressed.

**Cradle:** cradle the puppy on it's back on your forearm against your body with it's head toward your elbow, use your other hand to restrain the puppy's chest so that he does not flip back around. Some puppies will try to get out of this position, and if so, simply restrain longer. Some puppies will extend their legs and become rigid. Wait until the puppy's body language completely relaxes and they become totally quiet. Only when that has happened, can you give the puppy their freedom back, offer him his favorite JFFD treat, and continue to the next level if he accepts.



Chicken and White Rice Diet



Chicken Apple Bark Treats

**Lateral Restraint:** this is the most advance exercise and requires time invested doing the first two beforehand. Once a puppy has successfully completed suspend and hug and cradle, you may try lateral restrain. Place the puppy standing on a table waist high with his head facing to your left, at the edge of the table. Go up to the puppy and cup your left hands under the forelegs, trapping both legs between your fingers and be sure the puppy's head is in between your left elbow and your body. Cup your right hand under his hind legs and trap the hind limbs in your right fingers. Once all the legs are restrained, gently pull the puppy toward you and slide the legs outward - the puppy will gently slide against your lower body and onto the table. Use your elbow to restrain the head, first against your body, then gently on the table. Some puppies will wiggle, scream, or challenge. If this happens, simply continue the restrain until the puppy completely relaxes. Once the puppy submits, give him his freedom back, and offer him his favorite JFFD treat. If he's still accepting treats, you have completed all the gentling restraint levels successfully!

**Massage:** an additional gentling method is massage - moving skin over the bones. This is more than just petting, you are actually moving the skin in circular motions. Start at the face, muzzle, ears neck and move backward. If you hit a sensitive area, the puppy may challenge. This is your cue to work on this area more.

**Limb Dominance:** as often as possible play with the puppy's feet, between the toes and extend and contract the limbs. A great time to do this is with the dog on it's back in your lap as you watch tv every night. This combines a version of cradle with limb dominance. This will give you a puppy that is fine with you touching it's feet and playing with it's legs.

Practice these exercises as often as possible up to 20 weeks of age. Use treats a reward only initially, then make cooperation an expectation without treats. If done successfully, this will ensure the best behaved puppy you can imagine.