

# pet it right

It can be hard to know how to best look after your pet, so get it right with PURINA TOTAL CARE.

Like us, pets need many things to keep them happy and strong. Feeding them a complete diet is just the start – they also need to be exercised, played with, cleaned, treated for fleas, groomed and wormed. With all the pet-care products available, it can be very confusing to know what works and what your pet actually needs. Purina, a leader in pet health research and development, has just launched PURINA TOTAL CARE, a range that extends its expertise in pet food into premium pet-care accessories.

PURINA TOTAL CARE is a brand-new range of accessories that caters for all your pet's needs, simply and effectively. It includes:

- Shampoos for all types of coats
- Toys specifically designed for agility, strength, dental and cardio health
- Grooming aids to keep your pet's coat and skin healthy and looking its best
- Collars and leads with stylish patterns and functional designs
- Flea and worming treatments to keep your pet healthy and comfortable.



For any help or advice on caring for your pet, simply call the Purina Pet Advice Centre on 1800 738 238, or visit [www.purina.com.au](http://www.purina.com.au)

The PURINA TOTAL CARE range of premium pet-care accessories is available now at Woolworths and independent supermarkets.

## Caring for your pet:

How often can I wash my dog, and do I have to use dog shampoo?

It's best to wash your dog no more than once a fortnight. Washing dogs too often removes the natural oils in their coats, and can dry out their skin, causing irritation. As the pH level of your dog's skin is different to yours, you will need to use a dog shampoo. Using human shampoo will cause irritations on your dog's skin.

## How do I get rid of fleas?

It's much easier to prevent fleas than to try to get rid of them once they have become infested. So, you need to treat both your pet and their surroundings – particularly their bedding – all year round. Regular use of flea shampoos, collars and spot-ons will keep your pet flea free, while flea sprays and powders will treat the environment.

## Which worming treatment do I choose?

You should treat your pet for both heartworm and intestinal worms. Heartworm can be treated by a yearly injection from your vet or by using heartworm tablets or liquids. Intestinal worms can be treated with Allwormer paste, tablets or syrups. You can also buy a combined Heartwormer and Allwormer treatment.



*Beau Pets*

**Gentle Leader® Easy Walk™ Harness**

Stops leash-pulling quickly and comfortably

**RECOMMENDED BY VETERINARIANS & TRAINERS**

The Gentle leader Easy Walk Harness is designed to gently discourage your dog from pulling. It's so simple—easy to fit, and easy to use. There is very little acclimatisation time or special technique required.

The Gentle leader Easy Walk Harness redirects pressure through a front leash attachment, our patent-pending Martingale closure tightens slightly across the chest and shoulder blades when your dog attempts to pull forward.

**Quality Features**

- Two quick-snap buckles—one on the shoulder, one on the belly make it easier to get the harness on and off
- Soft nylon and 4 adjustment points provide custom fit and maximum comfort

Available at Pets Paradise, Pet Goods Direct and all good Vets and Pets stores.

Wholesale enquiries contact Beau Pets Australia, tel. 03 9540 3533 or email info@beaupets.com.au www.beaupets.com.au



Photo by Animax

In this continuing series on clicker training, we start with the very important step of getting your pet to learn Attention! The term C&T in this article refers to 'Click and Treat'. See the box to the side of this article on treats and we've also included a handy Treat Currency chart.

# ATTENTION!

## Clicker Training Lessons Continued

By Mary Woodward

The first behavior in clicker training we usually teach is attention – that your dog turns to you at the sound of his name. This is extremely important and, happily, quite easy to teach, enabling you both to understand how clicker training works!

Get ready – have your clicker out and a supply of soft, tasty treats. Say your dog's name ONCE in an upbeat, happy voice. When he turns to look at you, C&T (click and treat). Then let him get a bit distracted by something and do it again. And again! You are looking for him to turn towards you at the sound of his name. He need not make eye contact at this point (that will come soon).

If when you first say his name he doesn't look, then reach out and gently touch him so he turns around. Even if he doesn't look right at you, C&T. He'll soon get the idea!

Once he is consistently responding to the sound of his name, you want to start shaping the behavior so he is actually looking up and giving you eye contact (you should be standing up straight, not bending over him). For many dogs, this is accomplished by warming up, practicing as you have been, then saying his name again but NOT clicking if he looks anywhere except your eyes. If he has been

Now available

# Urine-Off™

## TWO LITRE REFILLS



Urine-Off™ & Black Light Clean™

# HOUSING TRAINING JUST GOT EASIER

Trust Urine-Off™



Finally... Something that actually works!

visit our website:

[www.urine-off.com.au](http://www.urine-off.com.au)

to find a retailer, or shop online

looking at, say, your hands, he'll likely try that again (since it has worked so well so far), but be patient and wait. You are hoping that he will get frustrated, give up, and look up at you as if to say, "Why aren't you clicking?" As soon as he does look up, and makes eye contact, you should C&T and praise! From now on, when practicing attention in a quiet area, your dog has to give actual eye contact to receive a C&T from you.

At first, hold the treats in your hand behind your back, but then progress to having them visible. Looking at the treats gets him nowhere... he needs to turn to look up at your eyes. If he keeps looking at the treats, be patient... he will eventually turn to look at you.

Always think about using the clicker effectively. You want that sound to mean, "That's it! What you are doing right now!" So, you want to click the exact instant your dog is offering the desired behavior. If you are late, and the dog has perhaps looked away to the left, you may end up teaching him to "look left." Don't worry about an occasional late click, however. And, ANY click is followed by a treat, even an accidental click, to keep the message of the clicker strong. A common mistake is for people to smile when their dog responds, then start to reach out with a treat while clicking. At this point, the dog is "getting clicked" for reaching for a treat, which is not usually something we need to teach them. Try to keep the treat still until after you have clicked, giving the dog a chance to understand which behavior is being clicked (in this case, eye contact), then reach out and give a treat.

Also, be sure to only say your dog's name ONCE, and then wait for the response (or elicit the response with a touch). If you say the name over and over, he will learn not to respond quickly at all. Why bother?

Once your dog is responding to the sound of his name, you can shape the behavior to be stronger, by requiring longer eye contact. To do this, stop C&T'ing the instant he looks at you, instead holding out a moment. Increase the required time in little increments, say for a count of 2 at first. If he's still looking deeply into your eyes - C&T and give a jackpot! If he turns away too soon, ignore him for a moment. Then try again.

Please keep all of these training sessions SHORT & FUN. A few minutes on each behavior is fine, spread throughout the day. Always stop when your dog is still enjoying the training!

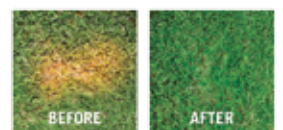
Once you have trained this behavior, be sure to reinforce it frequently. Incorporate it into your daily life as much as possible, using natural reinforcements. Ask for attention before setting down his food bowl, or before opening the door to go outside, for example. For situations where it is easy for him to respond, you will no longer need the clicker, as it has served its function. To make the response even stronger, so that you can get attention even around distractions, however, you will want to bring it back out.

# YOUR DOG CAN SAVE YOUR LAWN

**Dog Rocks® placed in your dog's water bowl can reduce burn patches caused by your loving pet taking a pee**



All natural minerals,  
no chemicals –  
straight from the earth



Available from Pet Shops and Veterinary Clinics

[www.dogrocks.net](http://www.dogrocks.net)

## Dog Rocks®

Dog Rocks® are an all natural product of Australia

# Boredom Busters!

Recommended by  
**Dr Joanne Righetti PhD**

**Fantastic Foam Ball™**  
A soft but tough ball with a great bounce that is suitable for indoor and outdoor play. Available in a range of easy to see bright colours.

**Everlasting Treat Ball™**  
Provide hours of interactive chewing fun with the Everlasting Treat Ball. Made from a soft yet durable material, it will hold up to even the toughest of chewers. Comes with a delicious Chicken flavour Treat.

**Everlocking Treats™**  
Everlocking Treats are the first treat to actually 'lock' into place as part of the Triple Crown interactive toy systems. Everlocking Treats fit both the Everlasting Treat Ball and Everlasting Fun Ball. Available in Chicken and Liver flavours.

**Everlasting Fun Ball™**  
Fill the Everlasting Fun Ball with your dog's favourite treats and then "lock" the ends in place with Triple Crown Everlocking Treats for the toughest challenge yet.

**Easy Glider™**  
Easy Gliders are easy to throw even for the inexperienced. Their unique design allows them to glide effortlessly through the air and land gently making it easier for your dog to follow and catch!

## COMING SOON!

**Everlasting Veggie Chicken Treats**

**Everlasting Fire Plug    Everlasting Beanie Ball**

**PREVENT DESTRUCTIVE BOREDOM BEHAVIOURS!**

Available from leading vet clinics and pet stores. For more information email [boredombusters@vetcompanies.com.au](mailto:boredombusters@vetcompanies.com.au)

## Advanced Attention Work

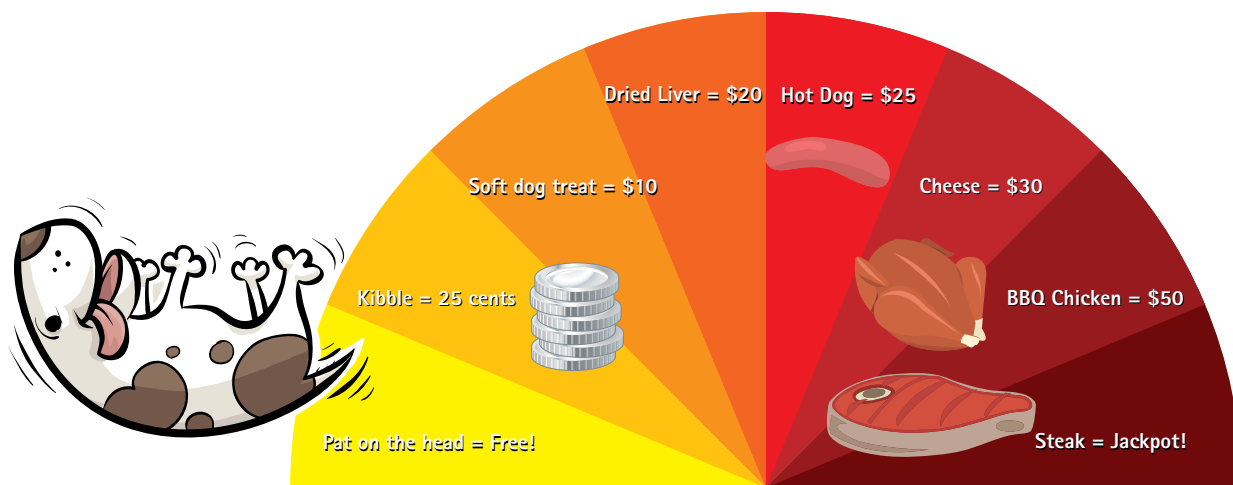
When your dog is turning quickly at the sound of his name when you are practicing in quiet situations, it is time to teach him to respond even around distractions. Warm up by saying his name and C&T for a response a few times. Then, while he is still focused on you, have another person approach from the side. Your dog will likely turn and look at her. She (your friend) should immediately turn away, ceasing to show any interest. You say his name, in a bright and happy voice, and hopefully C&T a correct response. If he doesn't respond, then just wait a bit. It might take a minute or two, but your dog will eventually lose interest in this now-boring visitor and look at you again. The instant he does, you C&T, giving a jackpot reward! Then your friend should approach again and repeat the above. You will find that very quickly, your dog can hardly be bothered with the visitor. After all... YOU are far more interesting! Your friend can work to being able to actually pet your dog - you let him get a few pats then say his name. If your dog really has trouble with this, then he may not be ready for this step yet.

From that point you can use it whenever, wherever... You are outside and he sees another dog you'd rather he didn't? If you practiced this faithfully you should be able to say his name and have him instantly turn to look at you instead of the other dog.

After the initial teaching, the reward doesn't always have to be food. It is far better to vary the reward: sometimes food, sometimes a ball tossed, sometimes a belly rub, sometimes the door opened so he can go outside. Discover what things most excite your dog! Have fun!

Copyright © 2007 Mary Woodward. All Rights Reserved

Mary Woodward is a dog trainer who runs Greenwood Dog Training School. For more information got to [www.clickerlessons.com](http://www.clickerlessons.com). See Urban Animal issue 12 for the beginning of this series and tips on initializing the clicker.



## Treats

As your primary re-enforcer in the beginning, the type of treats you choose is crucial! Most commercial dog treats (especially those available at your local grocery store) are NOT going to be good enough to hold your dog's interest for long. There are some excellent treats out there, however, so shop around. Look for treats that are natural and are not packed with sugar and dyes. You will initially be giving quite a few of these so want them to be a healthy part of your dog's diet. Soft treats will be much easier to use, as your dog can quickly gobble each one down and be ready to continue training.

And, you don't have to spend a lot of money. Pieces of hot dogs, cheese (cheese sticks are really great & easy to use), roast beef (ask your butcher for deli ends - much cheaper), leftover steak, pizza crust... use your imagination and discover what you dog REALLY loves! And did you know that prior to the 1930's there was no such thing as commercial 'dog food'? Please understand that your dog has no idea if something is considered 'human' food or 'dog' food. Your dog will not start begging at the table unless you start feeding him for doing so.

If your dog doesn't seem that interested in your treats, try some different ones, and try practicing before your dog has had his dinner. Actually, you can feed him his entire dinner a bit at a time while practicing your exercises. Regular kibble is usually pretty low on the taste scale, however, so don't bother with it when you're practicing around distractions.

Using a variety of treats is essential. Even the best treat can get old quickly. Save the best tasting treats for teaching and practicing or for when you are working around distractions.

## Training Treats

Not all training rewards are created equal in your dog's mind and tastebuds. You may think that a pat on the head and an enthusiastic "Good Dog" is reward enough, however you'll have much more success in training if you utilise a currency of treats. Keep them small and at hand for your training sessions.

## STUFFme • JOINme • FETCHme

### Seven facts you should know about Leo's by Canine Genius:

- 1) Can be filled with a treat of your choice to make dogs work for their food as they would in the wild!
- 2) Multiple Leo's can be connected to create a more challenging puzzle for 'canine geniuses'!
- 3) Leo's prevent boredom and associated destructive behaviour!
- 4) Made from a durable and irresistibly chewy space age material.
- 5) Winner of the prestigious 'Dog Toy of the Year' award from [puplife.com](http://puplife.com) in 2006.
- 6) Dogon Ezy treats fit perfectly inside a Leo for a tasty and healthy treat dispensing toy!
- 7) Named in honour of Leonardo da Vinci.

Available In Leading Pet Stores

To Find Your Nearest Stocklist  
Call 1800 032 139

canine  
genius  
SMART TOYS FOR YOUR DOG



Regular \$29.95ea

(available in: Pink, Teal, Blue, Yellow, Orange)



Mini \$19.95ea

(available in: Pink, Light Blue, Green, Purple, Orange)



# Tail Wagging Pet Products

making life easier for you and your pet!



## Pet Peek™

Let your dog have his point of view with this grrreat 24cm diameter fence window!



## Ideal™ Dog and Cat Flaps

Wide range of easy fit pet doors, suitable for all pet sizes & weather types.



## Portable Doggy Dunny

Ideal for puppy training, boats & apartment living. Easy clean, patented grass contains organic attractant, antimicrobial agents, instantaneous drainage.



## Skamper-Ramp™

An escape ramp to safeguard your pet from drowning, even when no one is home!



## Pet Patio Door

The 5 minute DIY pet door that pops into your existing door track!

Available in 7 sizes, to suit every pet.

**These grrreat products available at leading retailers Australia-wide!**



For more information, or to find your nearest stockist, visit  
[www.piginmud.com.au](http://www.piginmud.com.au)

info@piginmud.com.au  
**1300 78 38 39**