

ADAPTIL® *Junior*

Puppies Best Start in Life

Socialization.

The most important time in a puppy's life.

Socialization is key to a puppy's development. Incomplete or improper socialization can increase the risk of behavioral problems later in life including fear, avoidance and/or aggression.¹

In general, puppies can start puppy socialization classes as early as 7-8 weeks of age.¹

Behavioral issues, not infectious diseases, are the number one cause of death for dogs under three years of age.¹

ADAPTIL® *Junior* comforts puppies throughout the challenges of adoption and beyond.

ADAPTIL® Junior is the only clinically proven product shown to improve a puppy's response to training and socialization.

Promote Training & Socialization

ADAPTIL® Junior puppies had a better response to training and socialization. The puppies even showed a significant difference in socialization scores 12 months after the classes were over versus puppies that didn't receive a collar.

Reduce Crying at Night

ADAPTIL® Junior puppies had a 90% reduction in crying or whining at night.*

Reduces Loneliness

ADAPTIL® Junior puppies, when left alone, stopped vocalizing in as little as 3 days.*

Reduce Fear of Loud Noises

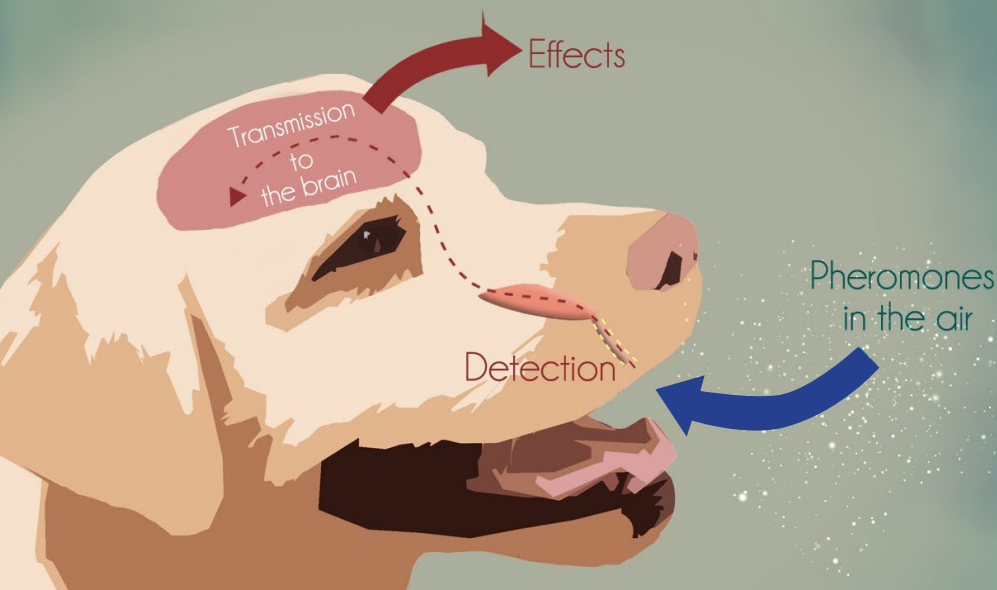
ADAPTIL® Junior puppies were less fearful compared to puppies who did not receive a collar.*

1. AVSAB Position Statement on Puppy Socialization 2008

*Data on file



How does ADAPTIL® Junior work?



Pheromone detection and connection to the dog's brain.

Mother dogs communicate with their puppies through natural messages released into the air. These "comforting messages" are called Dog Appeasing Pheromones. These "comforting messages" provide a strong signal of security and comfort to puppies.

ADAPTIL® Junior mimics the natural pheromone. This helps puppies feel calm and relaxed when exploring their world and learning new things, all while feeling as comforted with their new family as they did with their mother.

These odorless messages are only perceived by dogs. Cats and people are not affected.



- A collar designed specifically for puppies
- Provides 4 weeks of constant support
- Collar is body heat activated
- Collar should remain on the puppy at all times, except during bathing or grooming



ADAPTIL® Junior
Helping puppies feel part of their forever home

