

trupanion™

Medical insurance for the life of your pet.



SUMMER

New Puppy Guide

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Medical insurance for the life of your pet.

A Go Home Day Offer for Your Puppy

Call today for immediate coverage for puppies raised by:
Ruby Lane Doodles

Activate today to protect your puppy from the costs of new, unexpected injuries and illnesses.



IMMEDIATE COVERAGE

NO PAYOUT LIMITS

VETDIRECT PAY™

Call 855.266.2156 within 24 hours of getting your pet to activate.

It only takes a few minutes, and a real person is available by phone 24/7/365 to assist you.

Or go to **trupanion.com/activateoffer** to activate your offer.

PROMO CODE:*
BR1RD121223

*Excluding NY

NY PROMO CODE:
BR2RD121223



Pick up your new puppy.



Call Trupanion to activate coverage.



Protect your puppy for life.

Offer is valid 24 hours before to 24 hours after getting your new pet. Offer must be activated by new owner.

VetDirect Pay™ only available at participating veterinary hospitals. Trupanion and VetDirect Pay™ are trademarks owned by Trupanion, Inc. Breeders are not compensated for providing this offer. This special offer is available for pets when activated anytime from 24 hours before until 24 hours after going home to their new family in the US and Canada. This offer is non-transferable. Limit one per pet. Offer programs vary based on where you live. For residents of CA, ID, FL, PA, PR, SC, and WA, your monthly payment is discounted the first year of this plan. We also collect the first month's discounted cost over months 2 through 12 of your first year as part of your monthly cost. Terms and conditions apply. See the policy on **our website**. Underwritten by American Pet Insurance Company or ZPIC Insurance Company, 6100-4th Ave S, Seattle, WA 98108 sold and administered by Trupanion Managers USA, Inc. (CA license No. 0G22803, NPN 9588590).



Congratulations on Your New Puppy!

Don't forget to activate your Go Home Day Offer

Thanks to your breeder, you've received a special Go Home Day Offer from Trupanion. We know the first day with your puppy is a whirlwind, but don't forget to activate your offer!

Why is my Go Home Day Offer important?

Puppies are prone to surprise injuries and illnesses, and it's important to make sure you can get your new pet the veterinary treatment they need. By activating your Go Home Day Offer now, you can make sure that your new puppy has the medical protection they need right from the get-go. It's our way of saying "congratulations on your new family member!"

When should I activate my offer?

This is a special offer that **must be activated within 24 hours of picking up your pet** in order to receive immediate Trupanion coverage.

Call 855.266.2156 to Activate Your Offer

Use the code provided on page 3



Your Best Friend Deserves the Best Coverage

With one simple plan, Trupanion helps protect both your dog and your wallet.

Policy details vary by location. Please call our Customer Care team at **855.266.2156** to learn more about the policy for your state or province. They're available 24/7 to help.

Regardless of where you live, you always get the following benefits:

No payout limits

We won't cut off care or raise rates just because your dog is unlucky or develops a chronic condition that needs care.

See any veterinarian

Whether you need to visit your current veterinarian, an emergency hospital, or a specialist, you're covered at any licensed veterinary practice in the United States, Canada, Puerto Rico, or Australia.

Avoid waiting for reimbursement

Trupanion can pay veterinary hospitals directly at checkout in seconds.* Visit **our website** to find out if your veterinarian accepts our direct payments.

We do what we say

Trupanion has paid out over \$3.2 billion in claims since our founding in 1998. We love pets and promise to treat yours as though they were our own.

Terms and conditions apply. See the policy for complete details on **our website**. *Available at participating veterinary clinics.

Coverage Overview

What's covered

From diagnostic costs to treatment for injuries and illnesses, we've got your dog's back.



Diagnostic tests



Medications



Surgeries



Hospital stays



Prescription foods



Prosthetic devices



Orthotic devices



Carts



Supplements



Herbal therapy

What's not covered

- Pre-existing conditions (conditions that show symptoms in the 18 months before the effective enrollment date*)
- Spay or neuter
- Preventive care (vaccinations, flea and tick control, etc.)
- Exam fees and sales tax, where applicable

Who?

All dogs and cats under 14 years old can enroll for lifelong coverage.

What?

One simple plan covers eligible costs for new, unexpected injuries and illnesses with no payout limits.

Where?

Visit any veterinary, emergency care, or specialty hospital in the United States, Canada, Puerto Rico, or Australia.

When?

Thanks to the Trupanion Go Home Day Offer from your breeder, coverage becomes effective immediately upon activation — with no exam required. If your offer is not activated promptly, coverage delays may apply.

*Coverage varies by state. See the policy for complete details on [our website](#).





How does a simple accident turn into a \$7,000 surgery?

It's easier than you think.

Saving for your pet's medical bills is a great idea — until real life gets in the way. You work hard for your money; spend it on what you want.

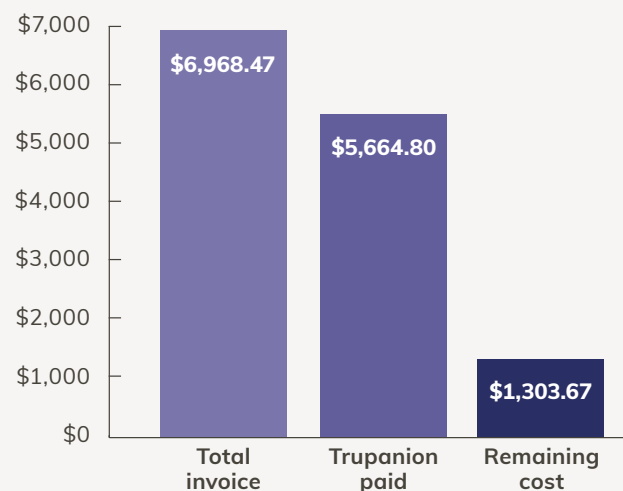
With Trupanion, you're protected:

- No payout limits for eligible costs
- A Customer Care team available 24/7/365
- Payments made directly to the veterinary hospital*

There's no predicting if or when an unexpected injury or illness will affect your pet. Trupanion is always available whenever you need it.

Trupanion was there for this pet.

Two weeks after signing up for coverage, this puppy broke his leg.



Based on real claim for a puppy in MA on a plan with 90% coverage for eligible costs and a \$250 deductible applied.

*Trupanion software required at the veterinary hospital with veterinarian-approved direct bill pay. Visit [our website](#) to see if your veterinary hospital accepts direct payment.



Your Puppy's First Year

With Trupanion, you can protect your puppy nose-to-tail from new, unexpected injuries and illnesses.

Your sweet pup is sure to bring you plenty of laughs, cuddles, and playtime. But while you're enjoying bonding and getting to know your new best friend, it's important to take their health seriously. Talk with your veterinarian about your puppy's specific needs, including their vaccine and checkup schedule. In the meantime, there are key behaviors and developmental milestones to watch for as your puppy grows.



Call 855.266.2156 within 24 hours of picking up your pet to activate coverage! For more helpful dog care tips, [click here](#).

 DEVELOP	Birth to 4 weeks	Behavior to look for
 PREPARE	4 weeks to 3 months At around two to four weeks, puppies' eyes open and baby teeth break out. They also start developing sharp hearing and a keen sense of smell. By eight weeks, your puppy will likely be ready to go home. They have developed a more inhibited bite, as well as newfound physical coordination. They may show signs of fear, so give them positive training.	Behavior to look for At this stage, puppy behavior is most influenced by their mother and littermates. They begin to stand, walk, and run. Adult sleeping patterns and social interactions also start developing. Your puppy will have learned some socialization skills, but be patient as they develop further. Now's a great time to discuss the best puppy food, feeding schedule, and training tips. It's also time to get pet medical insurance if you haven't already. ACTION: Take your pup to the vet!
 SOCIALIZE	3 to 6 months As your puppy starts teething, they'll feel the instinct to chew a lot to relieve the irritation in their gums. Provide plenty of acceptable chew toys to prevent unwanted munching on household items.	Behavior to look for Your puppy will have learned some socialization skills, but be patient as they develop further. Now's a great time to discuss the best puppy food, feeding schedule, and training tips. It's also time to get pet medical insurance if you haven't already. ACTION: Take your pup to the vet!
 GROW	6 to 12 months As your puppy starts teething, they'll feel the instinct to chew a lot to relieve the irritation in their gums. Provide plenty of acceptable chew toys to prevent unwanted munching on household items. Both male and female puppies start becoming more confident and adventurous. They will also develop signs of maturity, but different breeds can reach adulthood at different intervals. Check in with your veterinarian to keep your pup on the right track.	Behavior to look for At four months, your puppy may experience a fearful stage as they socialize more and learn their place in the pack. Your puppy may also become more territorial. Continue positive training, and they'll outgrow this behavior in no time! ACTION: Start puppy training! Expect your pup to continue testing or reinforcing their status in the household. It's important to keep them active and engaged at this time and promote healthy behaviors. ACTION: Talk to your veterinarian!



Summer Safety Tips for Dogs

Simple safety tips for a worry-free summer season with your pet.

Beat the heat

Many dogs love romping outdoors, but that doesn't mean they can withstand high summer temperatures. Limit exposure to high heat and always make sure your pet has access to cool, clean water whether they are indoors or outside.

Avoid pet stress during summer fireworks

The pops and crackles of fireworks can cause significant stress and anxiety in a lot of pups! To help keep your pal relaxed, exercise them beforehand and keep them inside during the display. Close all windows and doors, and create some white noise by turning on the TV or radio. Make sure your dog has a cozy, comfy place to settle down in as well.

Never leave your dog in the car

It doesn't matter if you're only running a short errand — don't leave your dog alone in the car. Temperatures inside a parked car can quickly heat up to become hotter than the outside air, even when in the shade and with the windows cracked.

Dogs pant because they cannot sweat like humans and are more susceptible to heat.

Test sidewalk temperatures with your hand for 7 seconds. Too hot for you = too hot for your pup.

Leaving your dog in a hot car can result in fines and charges.

Know the signs of overheating

Overheating can be serious for your pet if not addressed quickly. Cool your pet down immediately by bringing them into air conditioning and giving them water if you notice sluggishness or excessive panting. Get veterinary attention if they are unresponsive or seem dizzy, or if you spot mucus on their gums.

Protect against mosquitoes, fleas, & ticks

The warm summer weather creates ideal conditions for parasites like mosquitoes, fleas, and ticks to thrive. Make sure you are practicing monthly flea and tick prevention with your pet. Since mosquitoes carry heartworms, be sure to keep up with heartworm prevention medication as well.

Address summer pet allergies

Dogs can experience allergic reactions to just about anything a human can, but did you know that pets are often most affected in late summer rather than spring? From congestion to skin irritation, pet allergy symptoms are similar to ours. If you think your dog has allergies, talk with your veterinarian.

Use dog-safe sunscreen

Human sunscreen is not healthy for dogs and may cause issues if licked off and ingested. However, that doesn't mean your pup should go without protection. Apply a dog-safe sunscreen (specially made for canines with non-toxic ingredients), focusing on the nose, ears, belly, and groin, or anywhere your pup's fur may be thinner. Always do a test patch before using any new product.

Watch out for blue-green algae

In late summer, cyanobacteria (better known as "blue-green algae") tend to thrive in bodies of water across North America. If ingested, this bacteria can be deadly to dogs. Check local warnings, and don't let your pal in the water if you spot anything that looks like bluish-green paint, floating grass clippings, pond scum, or grayish-brown clumps.

Prevent overheating by limiting time outside to no more than 15 minutes when the temperature rises above 90° F / 32° C.

An estimated 10% of dogs experience seasonal allergies every year.*

*Source: Analysis from U.S. Canine



