

A close-up photograph of a fluffy brown puppy sitting on a wooden chair. The puppy has its tongue hanging out and is looking directly at the camera. The background is a blurred outdoor setting with green foliage and a wooden fence. In the top right corner, there are faint, stylized white circular patterns.

trupanion™

Medical insurance for the life of your pet.

FALL

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:

Activate today to protect your puppy from 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 **[trupan.in/breederofferus](https://trupanion.in/breederofferus)** to activate your offer.

PROMO CODE:*

*Excluding NY

NY PROMO CODE:



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. 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. Florida buyers may activate anytime from match date to 24 hours after go-home. 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**. Trupanion is a registered trademark owned by Trupanion, Inc. Underwritten in Canada by Accelerant Insurance Company of Canada, and in the United States by American Pet Insurance Company or ZPIC Insurance Company, 6100 4th Ave S, Seattle, WA 98108. Sold and administered in Canada by Canada Pet Health Insurance Services, Inc. dba Trupanion 309-1277 Lynn Valley Road, North Vancouver, BC V7J 0A2 and in the United States by Trupanion Managers USA, Inc. (CA license No. 0G22803, NPN 9588590). Canada Pet Health Insurance Services, Inc. is a registered damage insurance agency and claims adjuster in Quebec #603927.



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:

Unlimited payouts

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

We are the only company that can pay veterinarians directly at time of checkout! Visit **our website** to find out if your veterinarian accepts our direct payments.

We do what we say

Trupanion has paid out over \$2.5 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**.

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 \$5,500 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.

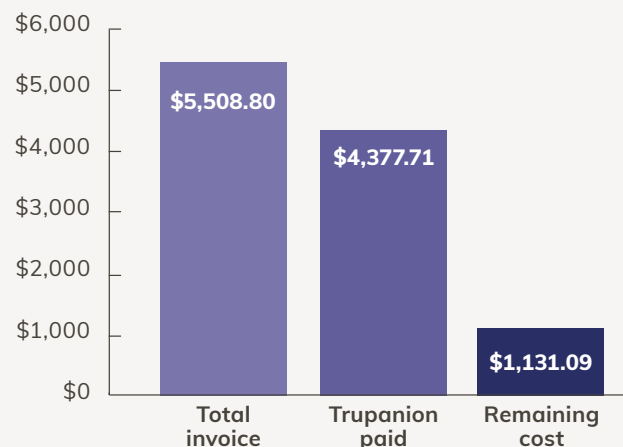
With Trupanion, you're protected:

- **Unlimited payouts 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 pet jumped off the couch and broke his leg.



Based on a member plan with 90% coverage on eligible costs and \$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 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.	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.
 PREPARE	4 weeks to 3 months 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 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 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!
 GROW	6 to 12 months 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 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!



Fall Safety Tips for Dogs

A simple guide for a safe, surprise-free autumn with your pal.

Prevent back-to-school hazards

If you have children, now's the time to talk with them about keeping daily items like pencils, markers, glue sticks, and erasers safely stored and out of your pet's reach when not in use. School supplies can cause gastrointestinal upset or dangerous blockages if your dog eats them.

Keep pests out

As the weather gets cooler, rats and mice may seek out warmth and dry areas in your house. Wild rodents can carry a host of diseases that are dangerous for people and pets, so prevent pests by sealing loose windows and door frames as well as blocking any other possible entries. Always read anti-rodent products carefully and choose one that is nontoxic to dogs — traditional rodenticides are extremely harmful if your pet comes in contact.

Watch out for seasonal & airborne illnesses

Just like humans, pets are at risk of seasonal colds among other airborne illnesses. Canine flu and Bordatella (kennel cough) are two of the most prevalent in dogs, but they can affect other family pets (including cats) as well. Call your veterinarian if you notice coughing, wheezing, or fever in your pup, and keep them away from other pets as a precaution.

Dog sweaters are cute but can cause dogs to overheat if left on too long.

Rodenticides are one of the most common causes of pet poisonings every year.

Source: ASPCA.org

Everyone gone at school or work? Consider scheduling a dog walker.

Leave Halloween horrors on TV

Planning on having a Halloween party or welcoming trick-or-treaters to your doorstep? All the sounds and excitement could end up being more than your dog can handle. Take your pup on a long walk first and give them a special chew toy as a distraction. Always make sure they have a safe, quiet room to retreat to if things get too overwhelming.

Don't play trick-or-treat with dog diets

While we humans like to indulge in a variety of treats during fall holidays, it's best to keep your dog's diet unchanged. Not only is giving them too many snacks unhealthy, but doing so can also make pets sick. You'll also want to keep all human treats well out of reach this time of year — chocolate and candy containing xylitol (a compound found in sugar-free items) are particularly toxic to dogs.

Take the magic out of mushrooms

Though your pet may see them as tasty snacks, some mushroom varieties can lead to serious problems if ingested. They also tend to thrive outdoors in moist fall weather. While there are mushrooms that won't make your dog sick, a few are deadly and require emergency care to prevent toxicity. It's best to just keep your pet away from any mushrooms you see in the first place.

Make your own leaf piles

Dogs tend to love romping through fall leaves, but take caution and don't let your pup jump into just any pile of foliage. Not only can these piles be full of sticks and the occasional gardening tool, but snakes and other creatures could be hiding within. Avoid the risk by making your own leaf piles for your dog to ensure they're in the clear.

Protect those paws

The weather starts getting chillier and wetter this time of year in a lot of areas, which means your pup's paws need extra attention. Gently clean and dry your dog's paws off every time you return indoors to prevent cracking and injury.

Puppies have 6.7x more claims for toxic mushroom ingestion than adult dogs.

Source: Trupanion claims data

Ticks can hide in leaf piles, so check dogs for pests after outside playtime.

Fall weather is unpredictable. Don't leave pets in cars or alone outdoors.





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