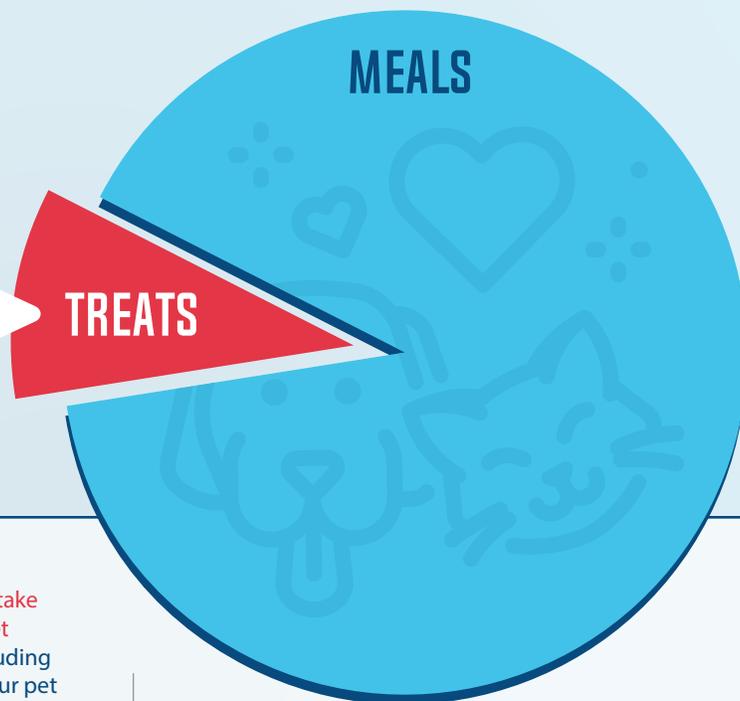


MAKE THE MOST OF THE 10%

DID YOU KNOW TREATS SHOULD ONLY MAKE UP ABOUT 10% OF YOUR PET'S DAILY NUTRITIONAL INTAKE? FOLLOW THESE TIPS TO KEEP YOUR PETS HEALTHY, HAPPY AND WELL "TREAT"-ED!



Treats are great **motivators**, though it might take trial and error to find out which treats your pet prefers. Offer your pet a variety of treats, including different textures and flavors, to see which your pet responds best to.



Sometimes, timing is everything! Treats can be given to reinforce desirable behaviors rather than just any old time. For example, wait until the pet is giving you eye contact, sitting, or lying down, resting quietly, etc. Be careful not to give while your pet is begging at the counter or table.



Consider using higher value treats for more stressful situations. For example, if you typically feed your pet biscuit-type treats for everyday training, like BLUE™ Health Bars for dogs or BLUE Wilderness™ Cat Treats, you might reach for a higher value treat such as BLUE™ Sizzlers for dogs or BLUE™ Bursts for cats when it comes to a more stressful situation, like nail trim time.



Get creative! Sometimes daily food can be used as a "treat" in low stress environments. One trick is to use regular kibbles, soaked in warm water to make them more aromatic and palatable. If you are using larger treats, such as Blue Buffalo Health Bars, try breaking into small pieces (8-10) to dole out strategically rather than handing over the whole bar.



It's important to know the calories associated with each type of treat. Because each type of treat varies in caloric density, make sure to read the nutrition label of the treats you are feeding to figure out how many extra calories you are offering. Unsure about how many calories your pet needs? Ask your veterinarian for help calculating your pet's nutritional needs.



If you are concerned about treats contributing to weight gain, then try highly palatable, smaller training treats, like BLUE™ Bits for dogs. If you are using larger treats with your pet, try breaking them up to make their reward go further as well!

