

trupanion™

Medical insurance for the life of your pet.



SPRING

New Puppy Guide

Table of Contents

- Your Go Home Day Offer pg 3
- Activating Your Go Home Day Offer pg 4
- The Coverage Your Puppy Deserves pg 5
- Coverage Overview pg 6
- Real-Life Claim pg 7
- Your Puppy’s First Year pg 8
- Spring Safety Tips for Dogs pg 10

trupanion™

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:

Red Carpet Doodles

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



IMMEDIATE COVERAGE

NO PAYOUT LIMITS

VET DIRECT 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** to activate your offer.

PROMO CODE:*

BR1JP12919

*Excluding NY

NY PROMO CODE:

BR2JP12919



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.

Vet direct 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 Omega General Insurance Company, 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 illnesses and injuries, 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 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 illnesses and injuries, 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 illnesses and injuries 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 \$3 toy turn into a \$15,000 surgery?

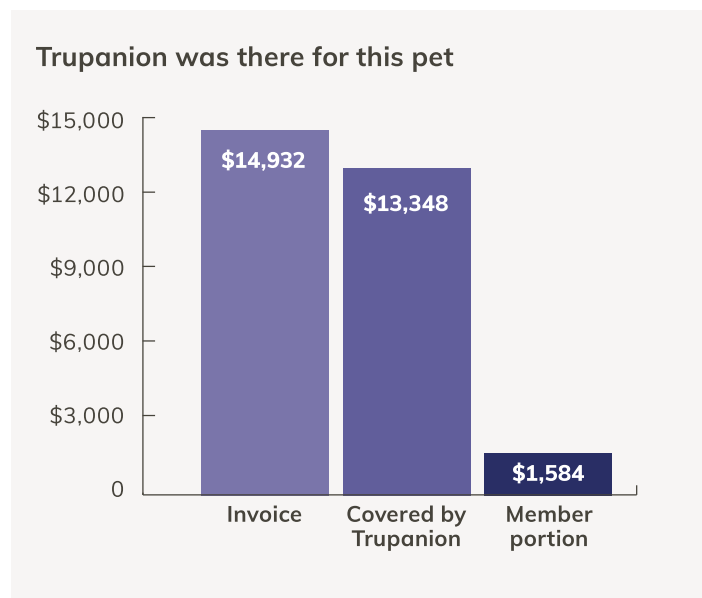
It's easier than you think.

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:

- **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 illness or injury will affect your pet. Trupanion is always available whenever you need it.



Actual 2020 claims data for Foreign Material Ingestion based on a Trupanion member plan.

*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 illnesses and injuries.

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	Behavior to look for
 SOCIALIZE	3 to 6 months	Behavior to look for
 GROW	6 to 12 months	Behavior to look for
<p>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.</p>	<p>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.</p>	<p>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.</p>
<p>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.</p> <p>ACTION: Take your pup to the vet!</p>	<p>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!</p> <p>ACTION: Start puppy training!</p>	<p>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.</p> <p>ACTION: Talk to your veterinarian!</p>



Spring Safety Tips for Dogs

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

Check the weather

Just because winter is over does not mean that cold days are over. Both rain and mud can cause damage to your pal's paws, so consider investing in a good set of dog booties or using petroleum jelly as a protective balm. Always check the weather before heading out with your pet and properly prepare.

The grass isn't always greener

Dogs love to play on grassy lawns, but keep a close eye on their activity and their surroundings. Grass awns (foxtails) can be easily inhaled, swallowed, or stuck under your pet's skin. If not removed quickly, they can lead to infections and other serious health problems. You'll also want to keep pets off of freshly fertilized lawns, which can be toxic.

Play safe with all plants

It's not just grass that you should practice caution around this spring. Popular garden plants like azaleas, chrysanthemums, daffodils, and lily of the valley can cause moderate to severe toxic reactions in dogs. Always research plants before adding them to your yard, and don't leave pets unattended outdoors.

Keep dogs off freshly-fertilized lawns for at least 72 hours after application.

Over 60% of foxtails are embedded in the ear, nose, or paw.

Source: Trupanion claims data

An air purifier may help with seasonal allergies and the effects of cleaning product fumes on pets.

Spring allergies affect pets too

Just like humans, dogs can experience seasonal allergies to pollen, dust mites, mold, and other environmental allergens. Make an appointment with your veterinarian if you notice signs like excessive scratching or licking, red/irritated skin, or watery, red eyes.

Time for flea & tick control

Dogs are at risk of fleas and ticks both indoors and out, as these tiny insects can make their way inside and onto your pet's fur via open doors and windows, shoes, and human clothing. Because they can carry a variety of illnesses (including invasive parasites), practicing monthly flea and tick control is crucial to your dog's well-being. Talk with your veterinarian about what options may be best for your pet.

Keep spring cleaning pet-friendly

Maintaining a clean household is important for the health of pets and humans alike, but be careful with the products you're using. Many soaps, bleaches, polishes, and other cleaning products can cause skin irritations in animals or be toxic if swallowed. Consult with your veterinarian about what may be safest, and keep pets out of the room while you're cleaning.

Secure windows mean secure pets

The increasingly warm, nice weather makes it tempting to open the windows. Before you do so, check window screens to ensure they are secure. Dogs may be drawn to the interesting smells coming through windows, and the last thing you want is your furry friend sneaking through or falling out.

Practice good leash training habits

With the weather getting nicer, it's the perfect time to get out and bond with your dog on regular walks! Use positive reinforcement to instill your pup with good leash etiquette — their ability to stay calm and obedient when out and about will help keep them out of harm's way.

An estimated 10-20% of dogs experience springtime seasonal allergies.

Source: Analysis from U.S. Canine

Brushing your dog regularly will help keep their coat neat and healthy during spring shedding.

Avoid bone meal fertilizers, as these can be toxic to dogs.



trupanion™

Medical insurance for the life of your pet.

Trupanion is a registered trademark owned by Trupanion, Inc. Underwritten in Canada by Omega General Insurance Company, 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. PB114-1223.1224