TRADITION ~ TEMPERAMENT ~ A LIFETIME TOGETHER

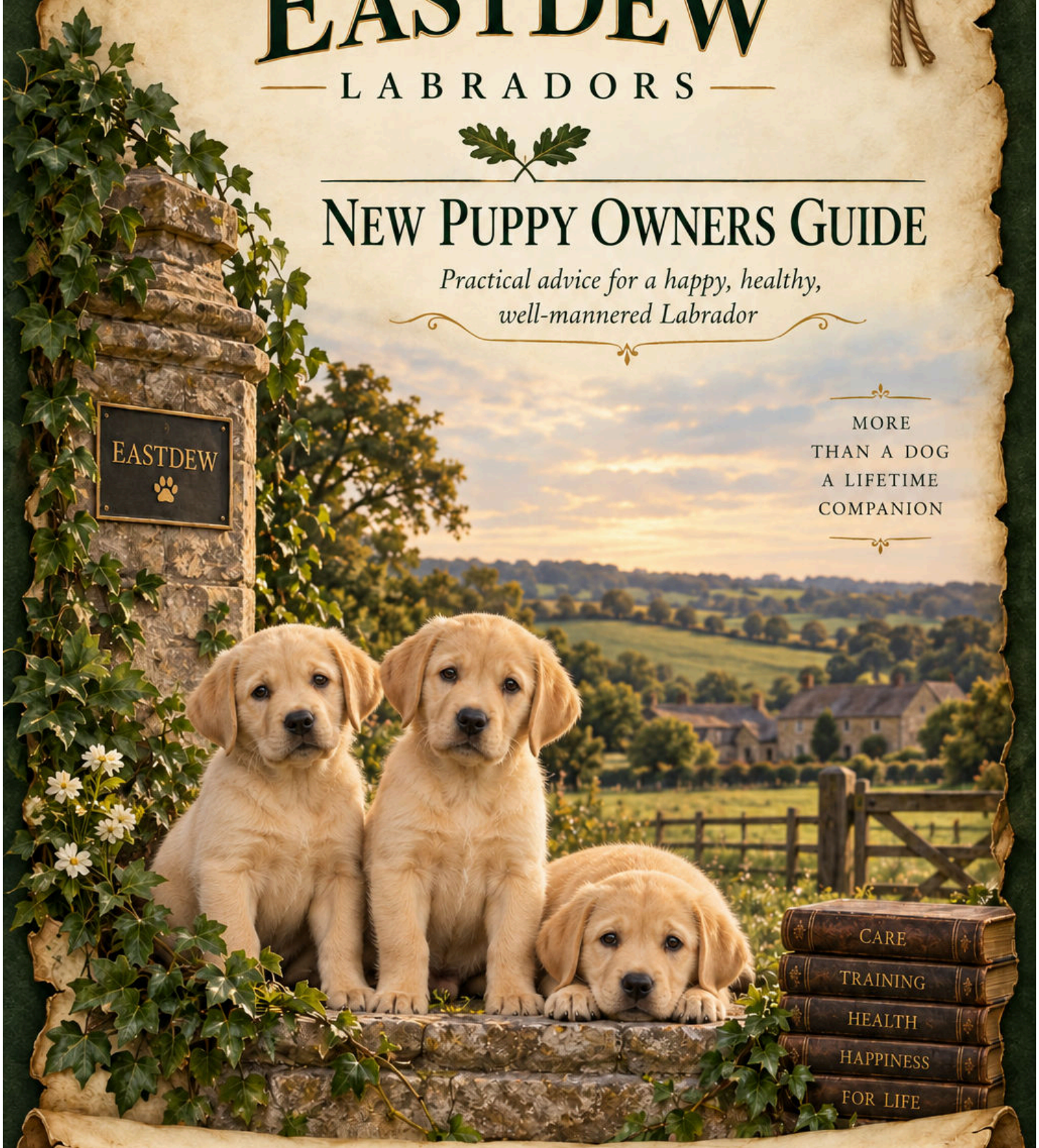
EASTDEW

LABRADORS

NEW PUPPY OWNERS GUIDE

Practical advice for a happy, healthy, well-mannered Labrador

MORE
THAN A DOG
A LIFETIME
COMPANION



GOOD BEGINNINGS ~ BRIGHTER TOMORROWS

NEW PUPPY OWNERS GUIDE

INTRODUCTION

The start of a wonderful journey



Welcome to your new life with a Labrador. Bringing a puppy into your home is the beginning of a truly special journey — one filled with fun, companionship, learning and unconditional love.

This guide has been written to help you give your puppy the very best start in life. It brings together practical advice, experience and a few gentle reminders to help you raise a happy, healthy and well-mannered Labrador.

Every puppy is an individual, but the principles in this guide will give you a solid foundation. Read it at your leisure, come back to it whenever you need to, and most of all, enjoy the adventure.

"It's not just a puppy you're bringing home... it's a lifelong friend."

TRADITION
TEMPERAMENT
A LIFETIME TOGETHER



NEW PUPPY OWNERS GUIDE

SETTLING IN AT HOME

A calm start helps a bright future

"A happy, confident puppy is built on routine, patience and love."

The first few days at home are a big adjustment for your puppy. They have left their mum, littermates and familiar surroundings, so everything is new. With a calm, structured approach you can help them feel safe, secure and quickly part of your family.

Give them time, be patient, and let them settle at their own pace.



OUR TOP TIPS

A SAFE SPACE

Provide a quiet, comfortable place where your puppy can rest and feel secure.

ESTABLISH A ROUTINE

Regular times for feeding, toilet breaks, play and sleep help your puppy settle and build good habits.

KEEP THINGS CALM

Try to avoid too much excitement, noise or visitors in the first few days.

BE PATIENT

It may take a little time for your puppy to fully relax and show their true personality. It's worth the wait.



"Little paws, big adventures, starting at home."

NEW PUPPY OWNERS GUIDE

SLEEP

The secret weapon

"A well-rested puppy is a happier, healthier puppy."

CALM DAYS
BRIGHTER
TOMORROWS



Sleep is vital for your puppy's physical health, mental development and emotional well-being. Labrador puppies need a lot of sleep, especially in the early days, as they are growing quickly and processing a whole new world of experiences.

Young puppies can sleep 18–20 hours a day. This is completely normal and nothing to worry about. Short periods of play, food and gentle exploration are followed by long naps, helping them to learn and develop.

Try to provide a quiet, comfy bed in a calm area of your home. A crate can be very helpful, giving your puppy a safe, den-like space where they can settle and feel secure. Make sure they are not disturbed while sleeping, as rest is essential for a confident, well-balanced adult dog.

OUR TOP TIPS

A QUIET PLACE

Provide a comfortable bed or crate in a calm area away from household noise.

ESTABLISH A ROUTINE

Regular times for food, play, toilet breaks and sleep help your puppy settle quickly.

LET THEM REST

Avoid waking a sleeping puppy. Rest is essential for growth and learning.

NIGHT TIME

Your puppy may whimper at first. Reassure them with a calm voice, but try to avoid lengthy attention which can encourage disturbances.



"Rest today for a lifetime of adventures."

Food and Nutrition

FUEL FOR A HEALTHY, HAPPY LIFE

Good nutrition today helps them grow into the healthy adults of tomorrow. A balanced, high-quality diet is essential for your puppy's growth, development and overall well-being.

We recommend a premium puppy food that provides the right balance of protein, fats, vitamins and minerals to support their healthy growth and development.



"Good nutrition today helps them grow into the healthy adults of tomorrow."

HIGH QUALITY FOOD

Choose a premium puppy food formulated for large breed puppies, with the right balance of nutrients.

FEED LITTLE AND OFTEN

Three to four small meals a day in the early months helps maintain energy levels and supports healthy growth.

FRESH WATER

Always ensure clean, fresh water is available throughout the day.

TREATS IN MODERATION

Use healthy treats sparingly, especially during training, and avoid foods that are harmful to dogs (such as chocolate, raisins and onions).



A GENTLE START AT HOME

Our puppies are raised on Josera Puppy, so every Eastdew puppy leaves with a supply of the same food they are accustomed to eating. This helps maintain continuity of diet during those first days, when moving to a new home is already a big adventure for a young puppy.

If you decide to change their food later, we recommend doing so gradually rather than suddenly.

"A well-fed puppy is a happy puppy."



NEW PUPPY OWNERS GUIDE

PLAYTIME

Fun today, confidence for tomorrow

"Play is how puppies learn about the world."



Play is an essential part of your puppy's development. It helps them build confidence, learn important social skills and explore their environment. Through play, puppies discover how to interact, develop coordination and learn about boundaries.

Play also strengthens the bond between you and your puppy and helps them grow into a well-adjusted, happy adult dog.

"A playful puppy is a confident puppy."

OUR TOP TIPS

SAFE TOYS

Provide a variety of safe, durable toys such as soft toys, rubber chews and interactive toys.

SHORT SESSIONS

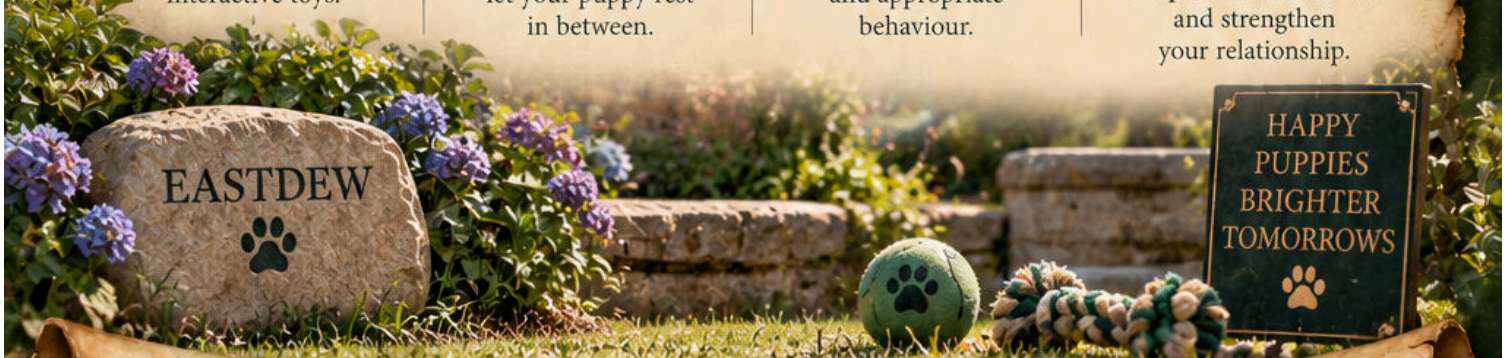
Keep play sessions short and positive, especially in the early months, and let your puppy rest in between.

SOCIAL PLAY

Gentle play with other friendly dogs helps your puppy learn social skills and appropriate behaviour.

YOUR INVOLVEMENT

Join in the fun! Interactive play games, such as fetch or hide and seek, help build confidence and strengthen your relationship.



NEW PUPPY OWNERS GUIDE

EXERCISE

EXPLORE RATHER THAN EXHAUST

Little legs. Big adventures. A lifetime of healthy habits.

"The best exercise for a puppy is a chance to explore."



Puppies need exercise, but it's important to get the balance right. Their bones and joints are still developing, so we focus on gentle, varied activity rather than long or strenuous exercise.

Short, frequent outings and play sessions help to build strong muscles, a healthy heart and a confident, well-adjusted adult dog.

Let your puppy explore new environments at their own pace – different surfaces, sounds, smells and sights are all part of their learning journey.

"Not a race, but a journey."

OUR TOP TIPS

KEEP IT GENTLE

Several short walks and play sessions are better than one long walk. Follow your puppy's lead and let them enjoy a steady pace.

VARIETY IS GOOD

Explore different environments such as grass, gravel, sand, woods and shallow water to help build confidence and coordination.

AVOID OVERDOING IT

Don't over-exercise your puppy, especially on hard surfaces or in hot weather. Their growing bones and joints need protection.

WEATHER AWARE

Avoid very hot or very cold conditions. Keep outings short in warm weather and look for shade. In cold weather, keep your puppy dry and warm.



"Explore today, confidence for tomorrow."

NEW PUPPY OWNERS GUIDE

SOCIALISATION

DON'T RUSH IT

A calmer start builds a more confident tomorrow.

"The world is a big place — let's take it one little step at a time."



"Small experiences today, big confidence tomorrow."

Socialisation helps your puppy grow into a confident, well-adjusted adult. It's about gentle, positive experiences with the world around them — people, dogs, places, sounds and situations.

The goal isn't to meet everyone and everything at once, but to introduce new experiences gradually and positively, so your puppy learns that the world is a safe and interesting place.

KEY AREAS TO EXPLORE

PEOPLE
Meet a variety of calm, friendly people, including children.

OTHER DOGS
Positive, controlled introductions with well-mannered dogs.

TRAVEL
Get them used to cars, short journeys and different transport environments.

EVERYDAY SOUNDS
Introduce household noises, traffic, garden equipment and other normal sounds gradually.



DIFFERENT SURFACES
Grass, gravel, sand, wood, metal, tiles – new textures build confidence.

HANDLING
Gentle grooming, being touched and basic checks help with vet visits later.

NEW PLACES
Quiet walks to new environments – parks, shops, cafes, beaches – introduce them to the wider world.

KEEP IT POSITIVE
Let your puppy set the pace. End on a good experience and keep sessions short and happy.

"A well-socialised puppy sees the world with curiosity, not fear."



9 Learning to Be Alone

Building confidence for life



Labradors are loyal, people-oriented dogs who love being with you. However, they also need to learn that it's perfectly normal to be alone for short periods. Teaching your puppy to feel comfortable on their own helps prevent separation-related stress later in life and gives them the confidence to cope with everyday situations.

Start Small

Begin with very short absences – just a few seconds – and gradually increase the time. Leave the room, close the door, and return before your puppy becomes anxious. Build up slowly over days and weeks.

Make it Positive

Provide a comfortable bed, a safe space and perhaps a favourite toy or chew. A special treat (such as a stuffed duck) can help create a positive association with you leaving.

Keep Departures Low-Key

Avoid big fuss when you go or when you return. A calm, matter-of-fact approach helps your puppy learn that comings and goings are normal and nothing to worry about.

Practice Regularly

Short, frequent absences are more effective than occasional long ones. Try leaving at different times of day, so your puppy learns that being alone can happen anytime.

Build Up Gradually

Every puppy is different. Some will be happy being alone for short periods within a few weeks, while others may take longer. Be patient, consistent and always end on a positive note.

"A confident puppy is a happy puppy, and a happy puppy makes a happy life."





Small steps today... Great adventures tomorrow.

10 Toilet Training

Patience today, fewer accidents tomorrow



Toilet training takes time, consistency and understanding. Your puppy isn't being naughty when they have an accident indoors – they're simply learning. With a calm, positive approach and a predictable routine, most puppies are reliably house-trained within a few months.

Establish a Routine

Take your puppy outside first thing in the morning, after meals, after play, after waking from a sleep and last thing at night. Young puppies have small bladders and need frequent opportunities.

Choose a Toilet Spot

Use the same area in the garden each time. The familiar scent helps them understand what to do. Keep visits calm and quiet, and give praise as soon as they go.

Watch for the Signs

Your puppy may sniff, circle, wander off or suddenly stop playing. If you see these signs, take them outside straight away.

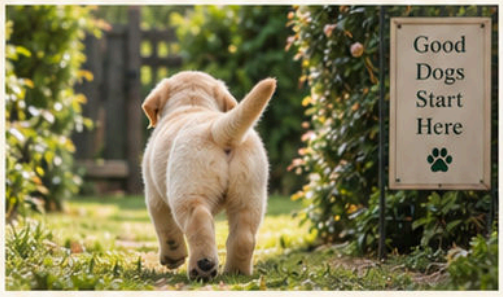
Accidents Happen

Even with the best routine, accidents will happen – especially in the early days. If you catch your puppy in the act, interrupt gently and take them outside. Never punish them; it can cause fear and confusion.

Keep Things Positive

Lots of praise, a calm voice and perhaps a small treat when they go in the right place help them learn quickly. Consistency from everyone in the household is key.

"Small steps make big progress."





Top Tips

- Take outside regularly
- Use the same spot
- Look for the signs
- Be patient and positive
- Accidents are part of the process
- Praise when they get it right

"A little patience goes a long way."
Montgomery.

11

Training & Manners

A happy, confident start

Key Words That Last a Lifetime

Puppy Puppy Puppy

Training isn't about perfection – it's about communication, trust and building a wonderful lifelong relationship. Labrador puppies are eager to please, intelligent and food motivated, which makes training a pleasure when it's kept kind, positive and fun.

At Eastdew we believe in gentle guidance, clear expectations and plenty of praise. A well-mannered dog is a happy dog, and a joy to live with.



Getting Started

- Start training from day one.
- Keep sessions short, positive and fun (5–10 minutes).
- Use tasty treats, praise and play.
- Be consistent with the same words and signals.
- Everyone in the household should use the same commands.
- End on a success – always.



"A little progress each day leads to big results."

Key Things to Teach

- **Name** – so they know you're talking to them.
- **Sit** – a useful and polite default.
- **Come** – one of the most important life skills.
- **Wait** – helps with everyday manners.
- **Leave** – to avoid unwanted items.
- **Walking nicely on a lead** – makes life enjoyable for both of you.
- **Settle** – teaching calm time.
- **Good manners** – no jumping up, no stealing, be polite.

Our Special Eastdew Key Words

"Puppy, Puppy, Puppy"

We use "puppy, puppy, puppy" at dinner times and as our recall – always followed by a treat, of course!

It's a simple, happy phrase that gets wonderful results. One of our puppy owners recently told us that even now, their half-asleep Labrador still gives a waggy tail when they say "puppy, puppy, puppy".

"Some words last a lifetime."

Good manners open the door to a lifetime of adventures together.

12

The Labrador Brain

A wonderful way of thinking

Curious
Clever
Sociable
Enthusiastic
Food motivated
Unfailingly loyal

Labradors see the world with bright, curious eyes. Everything is interesting – every sound, smell, person and possibility.

Their brains are wired for learning, exploring and being part of what you do. Understanding a little about how they think helps you guide them, enjoy them, and get the very best from your life together.

"A busy mind is a happy mind."



How They Think

- Labradors are curious by nature and love to explore.
- They learn through experience – seeing, hearing, smelling and doing.
- They are highly sociable and thrive on being included.
- They are food motivated, which makes training easier.
- They live very much in the present moment.
- They want to please and quickly pick up on your tone, mood and body language.



"A Labrador is always thinking – usually about food, fun or you."

What This Means for You

- Keep life varied – new places, new smells and new experiences help their brain develop.
- Use positive, reward-based training – they love to learn.
- Give them jobs and activities – retrieving, sniffing, exploring, training and gentle games.
- Be consistent, kind and clear – they understand more than you might think.
- Mental stimulation is as important as physical exercise.
- A tired brain is a content brain.



"Use their brains and you'll see them shine."

Labrador Quirks

- **Magnet Mode** – If you're doing it, they want to be involved.
- **Selective Hearing** – Especially when there's something more interesting to investigate!
- **Hoover Mode** – Food disappears quickly.
- **Puddle Appreciation** – Looks like a puddle? It must be tested.
- **Sock Collection** – Perfectly normal behaviour.
- **Endless Optimism** – Every day is the best day ever.
- **Heart of Gold** – Always ready for the next adventure, and a cuddle at the end of it.

"It's a Labrador thing… and we wouldn't have it any other way."

Bright minds. Kind hearts. Extraordinary companions.

13

Life's Greatest Adventures

Exploring the world together

Same countryside
Different day
More adventures

From the farm track to the woodland, the beach to the back garden, Labradors are always ready for the next adventure. They bring enthusiasm, joy and companionship to whatever the day holds.

"A Labrador turns an ordinary day into something special."



Why Adventures Matter

- Labradors love to explore and experience new places.
- Out and about keeps them mentally and physically healthy.
- New sights, smells and sounds help build a confident, well-rounded dog.
- Shared adventures strengthen the bond between you and your Labrador.
- Whether it's a short walk or a longer journey, they're just happy to be with you.
- Every outing is an opportunity for learning, good behaviour and happy memories.



"Little legs today make big adventures tomorrow."

Simple Tips for Days Out

- Keep puppies safe – start with short, positive trips.
- Let them explore at their own pace.
- Take water, a bowl and a towel – Labradors find mud!
- Use a secure lead and be mindful around livestock and wildlife.
- Choose varied environments – fields, woods, rivers and quiet lanes.
- Make it fun and keep it positive.
- A tired Labrador is a happy Labrador.



"Not all who wander are lost... some are Labradors."

Adventure Ideas

- **Woodland Walks** – a feast of smells and new discoveries.
- **Beach Days** – sand, water and endless fun.
- **Countryside Trails** – explore fields, streams and bridleways.
- **Pup Outings** – gentle introductions to the wider world.
- **Car Journeys** – many Labradors love a trip in the car.
- **Visit Friends** – new people, new places, new experiences.
- **Seasonal Adventures** – each time of year brings something different.
- **Always Together** – their greatest adventure is simply being with you.

Explore. Discover. Belong. Together.

Health & Veterinary Care

SUPPORTING A HEALTHY, HAPPY LIFE

At Eastdew we want every puppy to leave us happy, healthy and ready for their new home. We work closely with our veterinary practice and follow their advice to give each puppy the very best start in life.

Healthy beginnings brighter tomorrows



VETERINARY CHECKS

Each puppy is thoroughly health checked by our veterinary practice before leaving Eastdew. This ensures they are fit, healthy and ready for their new home. You will receive a written health record at departure.

VACCINATIONS

Eastdew does not routinely vaccinate puppies before they leave for their new homes at 8 weeks of age.

Veterinary practices prefer to give both doses of the Lepto 4 vaccination, so we leave new owners to arrange this through their chosen local veterinary practice as soon as possible.

WORMING

Puppies are regularly wormed from two weeks of age and continue on a worming programme appropriate for their age. Your vet will advise on the ongoing worming schedule in your new home.

FLEA AND TICK CONTROL

We use vet-recommended products to help protect against fleas and ticks. Your vet will advise on the most suitable ongoing treatment for your puppy and your local area.

ONGOING HEALTH CARE

Regular health checks, prompt treatment if unwell, and good dental care all help to keep your Labrador in the best possible condition throughout their life.

DIET AND WEIGHT

A high-quality, balanced diet supports healthy growth and development. Your vet can advise on the best food for your puppy and help you monitor their weight as they grow.

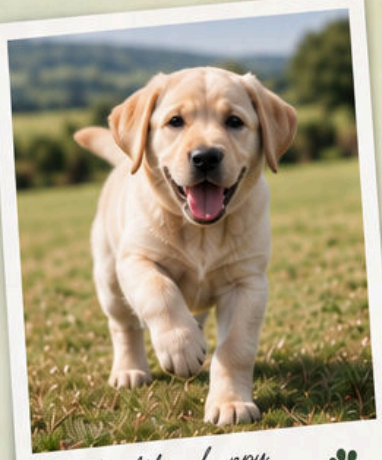
YOUR VET

We recommend registering with a local veterinary practice as soon as possible after your puppy arrives. They will guide you through vaccinations, parasite control and all routine healthcare, and are your best source of advice as your puppy grows.

PUPPY INSURANCE

Eastdew provides five weeks' free insurance with each puppy through The Royal Kennel Club. This gives new owners immediate cover when their puppy leaves Eastdew and time to arrange suitable ongoing puppy insurance thereafter.

"A little care today, a lifetime of adventures tomorrow."



Healthy, happy and ready for life



Good health brighter tomorrows

The Teenage Labrador

"Adorable then mischievous ... and finally magnificent."

"It's just a phase ... (usually!)"

Same dog. Different attitude.



THE PUPPY
0 – 6 months
Inquisitive, eager to please and full of trust.

THE TEENAGER
6 – 24 months
Full of beans, easily distracted and tests every boundary.

THE ADULT
24+ months
Calmer, more focused and the loyal companion you always hoped for.

WHAT HAPPENS DURING ADOLESCENCE?

SMELLS BECOME IRRESISTIBLE
Their nose takes them places their brain hasn't quite caught up with.

RECALL CAN WOBBLE
They may suddenly 'forget' what they clearly knew yesterday.

BOUNDARIES ARE TESTED
Expect some experimentation — counter surfing, chewing and general rule reasssesment.

DISTRACTIONS INCREASE
Everything is more interesting than you, including sticks, birds, mud, puddles and suspicious smells.

IT'S NORMAL
Adolescence is a healthy part of development. It doesn't mean you've done anything wrong.

OUR TOP TIPS

- Go back to basics — keep training short, positive and consistent.
- Use high-value rewards to keep their attention.
- Be patient and calm, even when they push boundaries.
- Keep walks varied but controlled — a long line can be a great tool.
- Provide plenty of mental and physical stimulation.
- Remember: this phase will pass, and all the good work you've done will pay off.

"Your Labrador will come back. Usually carrying something they shouldn't have."



"Happy, healthy puppies grow into happy, healthy Labradors."

The Eastdew Golden Rules

"Small things done consistently make a big difference."

Ten simple rules for a lifetime of happiness

1 Let puppies sleep.



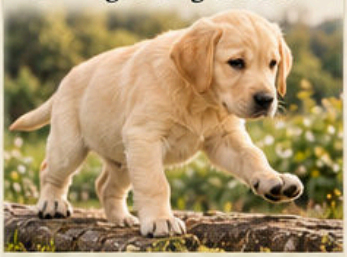
Sleep helps their brain develop, supports learning and keeps them happy and healthy.

2 Keep them lean.



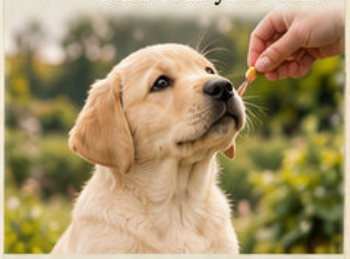
A healthy weight supports good growth, strong joints and a long, active life.

3 Don't rush growing bones.



Avoid excessive exercise and high-impact activities while they are still growing.

4 Reward the behaviour you want.



Positive reinforcement builds confidence, strengthens your bond and gets the best results.

5 Prevent problems rather than constantly correcting them.



Set them up for success with a safe environment, clear boundaries and good routines.

6 Socialise gently, not frantically.



Introduce them to different people, places and experiences in a calm, positive way.

7 Teach independence as well as companionship.



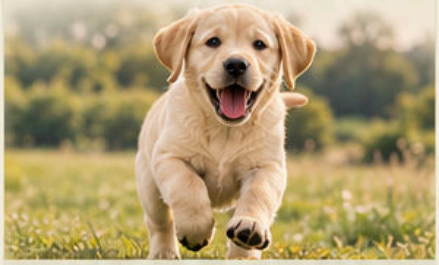
Help them feel confident when on their own, as well as enjoying time with you.

8 Give them things they are allowed to chew.



Appropriate toys keep them happy, save your belongings and satisfy their natural instincts.

9 Short, happy experiences beat long, exhausting ones.



Keep training sessions short, fun and positive. End on a good note and leave them wanting more.

10 Enjoy them. They grow up far too quickly.



"The days are long, but the years are short. Treasure every moment."



"A well-raised Labrador is not just a dog for today ... but a companion for life."

"Dogs are not our whole life, but they make our lives whole."

ROGER CARAS

And Finally...

It's not about a perfect puppy.
It's about your Labrador.

"The journey is just as special as the destination."

There is no such thing as the perfect puppy. Every Labrador is different. Some charge into life full of confidence. Others take a little longer to find their confidence. Some learn quickly. Some require a little more patience.

What matters is giving them time, boundaries, sleep, kindness and opportunities to learn.

The aim isn't to create a perfect puppy. It's to help you raise your Labrador. One who is confident, well-adjusted, enthusiastic and ready to share your life.

There will be muddy paws, chewed shoes, selective hearing and the occasional moment when you wonder what you've done. But there will also be huge amounts of love, laughter and companionship.

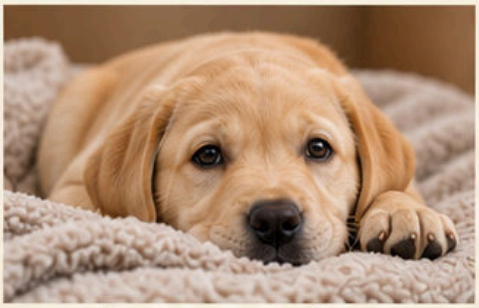
The puppy days disappear far too quickly. Before you know it, that little bundle who arrived home in your arms is lying beside you, grey around the muzzle, wondering why you ever thought they were difficult.

Enjoy every minute.

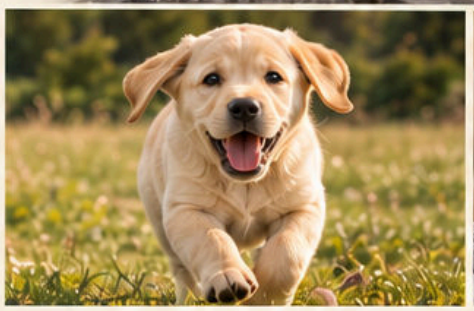
Your Eastdew journey has only just begun.

A Labrador will change your life ... for the better.





They arrive in your home ...



... they fill your heart ...



... and they stay there forever.

"Every Eastdew puppy has a Montgomery of their own."

Montgomery

The little duck with a big adventure

"Not just a toy ... but the start of a lifetime of happy memories."

One rather blustery day, a little Eastdew puppy was playing by the lake when he spotted something bobbing in the reeds. With a determined splash and a very proud look, he emerged with a bedraggled stuffed duck in his jaws.

Nobody knows how Montgomery arrived — perhaps he'd fallen overboard from a passing pirate ship (some say it was the Black Labrador, others the Golden Retriever). Whatever the truth, that brave little puppy decided the duck needed a home.

Monty was a bit soggy, a little scruffy and had clearly seen better days, but he quickly became part of the Eastdew family. He supervised playtime, came on walks, endured countless rescues, and somehow survived many, many baths.

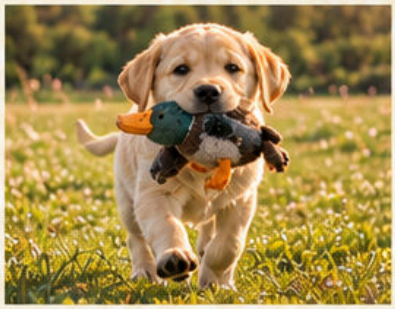
Now Monty goes home with every Eastdew puppy — a small piece of our story, a comforting companion and a reminder that the best adventures often start with a friend by your side.

A little duck with a very big heart ... and a squeak to match.

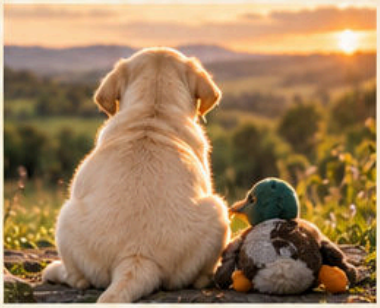




A friend for quiet times ...



... for happy times ...



... and for the journey ahead.

"Good dogs need good company ... and so do little ducks."