

# The POWER of **PLAY**



**KONG**   
*Dogs Need to Play.*

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# Why Shelters Love KONG



- KONG toys are commonly considered key tools to help keep dogs safely entertained and challenged in a shelter environment.
- Due to KONG toys' durability, most dogs can be safely left alone with an appropriately-sized KONG and they will last through substantial chew sessions, especially when stuffed and frozen.
- KONGs can be easily cleaned for use with multiple dogs; most dogs lick them clean anyway.
- KONGs provide hours of chewing satisfaction and stimulation to help reduce stress and anxiety which can be common in a shelter environment.
- It has been said you can hear a pin drop in even the loudest kennels right after stuffed KONGs have been distributed. KONGs can cut down on barking by keeping dogs calm and occupied.
- KONGs can help reduce post-adoption return rates. A familiar KONG can be a source of comfort for a pet acclimating to a new adoptive home.
- Presenting a stuffed KONG to a dog is a great way to bond with a new family member or caretaker.
- KONGs can provide a productive distraction for dogs suffering from separation anxiety or boredom.

*Gentle handling, training, nutrition, socialization, veterinary care and most importantly, loving human attention are all critical ingredients for a "happy landing" in a new home. We're glad our toys can play a role in this process and we hope you find this manual helpful.*

# Why KONG Loves Shelters

- Animal shelters and rescues care for an estimated six to eight million dogs and cats every year in the United States.
- These organizations keep millions of dogs and cats off the streets and give them a home.
- Teams like yours work with animals to promote good behavior and make pets more adoptable while lowering euthanization rates.
- Animal care organizations work to promote responsible pet ownership and reduce pet overpopulation.
- Thank you for giving millions of animals a second chance!



## Safety

### NO DOG TOY IS INDESTRUCTIBLE.

All dogs should be supervised when using a KONG until you are confident it will be used safely.

Proper sizing and the correct rubber formula are key to safe use.

Dog Weight	Recommended Toy Size
Up to 5 lbs (2.6 kg)	X-Small
5-20 lbs (1-9 kg)	Small
15-35 lbs (7-16 kg)	Medium
30-65 lbs (13-30 kg)	Large
60-90 lbs (27-41 kg)	X-Large
85+ lbs (38+ kg)	XX-Large



## Shelter Tips

- For multiple dogs or if there is any doubt as to the proper size, it is safest to always choose the larger option.
- Make sure to clean KONG toys between use from dog to dog to avoid spreading Kennel Cough and other bacteria and infections.



# Rubber Selection

Soft  
Durable

**KONG**  
Puppy

## KONG Puppy

- Beginning to Light Chewers
- Designed for Puppy Teeth and gums
- Softest Rubber
- Blue & Pink



**XS**  
Up to 5 lbs  
Up to 2 kg

Available In:



**S**  
Up to 20 lbs  
Up to 9 kg

Available In:



**KONG**  
SENIOR

## KONG Senior

- Light Chewers
- Designed for Aging Teeth and gums
- Soft Rubber
- Purple



**M**  
15 - 35 lbs  
7 - 16 kg

Available In:



**L**  
30 - 65 lbs  
13 - 30 kg

Available In:



**KONG**  
Classic

## KONG Classic

- Average Chewers
- Designed for most adult dogs
- Durable Rubber
- Red



**XL**  
60 - 90 lbs  
27 - 41 kg

Available In:



**KONG**  
EXTREME

## KONG Extreme

- Power Chewers
- Designed for extreme chewers
- Most Durable Rubber
- Black



**XXL**  
85+ lbs  
38+ kg


Available In:





Most  
Durable


# Size Guide by Breed


Breed	KONG Puppy	KONG Classic	KONG Extreme	KONG Senior
Akitas	L	XL, XXL	XL, XXL	**
Australian Cattle Dog	M, L	L	L	L
Australian Shepherd	L	L	L	L
Basset Hound	M, L	L, XL	L, XL	L***
Beagle	S, M	M, L	M, L	M, L
Bernese Mountain Dog	L	XL, XXL	XL, XXL	**
Bichons Frise	S, M	S, M	S, M	M
Bloodhound	L	XL, XXL	XL, XXL	**
Border Collie	L	L	L	L
Boston Terrier	S, M	M, L	M, L	M, L
Boxer	L	L, XL	L, XL	L***
Brittany	M, L	M, L	M, L	M, L
Bull Terrier	L	L, XL	L, XL	L***
Bull Terrier Mix	L	L, XL	L, XL	**
Bulldog - American	L*	L, XL, XXL	L, XL, XXL	**
Bulldog - English	L	XL, XXL	XL, XXL	**
Bulldog - French	M, L	M, L	M, L	M, L
Cane Corso	L*	XXL	XXL	**
Cavalier King Charles Spaniel	S	M	M	M
Chihuahua	XS, S	XS, S	S	S
Chinese Shar-Pei	M	L, XL	L, XL	L***
Cocker Spaniel	S, M	M, L	M, L	M, L
Collie	M, L	L, XL	L, XL	L***
Corgi	M, L	M, L	M, L	M, L
Dachshund	M, L	L	M, L	M, L
Doberman Pinscher	M*, L	L, XL, XXL	L, XL, XXL	**
English Springer Spaniel	L	L	L	L
German Shepherd	L*	L, XL, XXL	L, XL, XXL	**
German Shorthaired Pointer	M*, L	L, XL	L, XL	L***
Golden Retriever	L*	L, XL, XXL	L, XL, XXL	**
Great Dane	L*	XXL	XXL	**
Great Pyrenees	L*	XL, XXL	XL, XXL	**
Havanese	S	S	S	S
Jack Russell Terrier	S, M	S, M, L	S, M, L	M, L
Labrador Retriever	M*, L	L, XL, XXL	L, XL, XXL	L*
Maltese	S	S	S	S
Mastiff	L*	XXL	XXL	**
Miniature Pinscher	S	S	S	S
Miniature Schnauzer	S, M	S, M	S, M	M
Newfoundland	L	XXL	XXL	**
Papillon	S	S	S	S
Pembroke Welsh Corgi	M, L	M, L	M, L	M, L
Pit Bull	L*	XL, XXL	XL, XXL	**
Pomeranian	XS, S	XS, S	S	S
Poodle (Min)	S, M	S, M	S, M	M
Poodle (Std)	M*, L	L, XL	L, XL	L***
Pug	S, M	M, L	M, L	M, L
Rat Terrier	S, M	S, M	S, M	S, M
Rhodesian Ridgeback	M*, L	L, XL, XXL	L, XL, XXL	**
Rottweiler	L*	XL, XXL	XL, XXL	**
Shetland Sheepdog	S*, M	M, L	M, L	M, L
Shih Tzu	S, M	S, M	S, M	M
Siberian Husky	M*, L	L, XL	L, XL	L***
St. Bernard	L*	XXL	XXL	**
Vizsla	M, L	L	L	L
Weimaraner	M*, L	L, XL, XXL	L, XL, XXL	**
West Highland White Terrier	S*, M	M, L	M, L	M, L
Wheaten Terrier	M, L	L	L	L
Yorkshire Terrier	S, M	S, M	S, M	M


 Up to 5 lbs  
Up to 2 kg

 Up to 20 lbs  
Up to 9 kg

 15 - 35 lbs  
7 - 16 kg

 30 - 65 lbs  
13 - 30 kg

 60 - 90 lbs  
27 - 41 kg

 85+ lbs  
38+ kg

\*This size is appropriate for young puppies only. For safety, size up as puppy grows.  
\*\*Senior KONG is not recommended for this breed.  
\*\*\*Senior KONG XL is not available.

**WHEN IN DOUBT,  
ALWAYS SIZE UP FOR SAFETY**

# KONG Helps Solve...



## Chewing

Without an acceptable outlet for natural chewing instincts, many dogs turn to **destructive chewing**. Prevention is key. Teach your dog acceptable chewing behavior with a treat stuffed KONG for a mentally stimulating, long-lasting challenge. Freeze to extend the chew session.

## Teething

When puppies' 28 baby teeth erupt through their gums, it can hurt. Chewing soft rubber helps alleviate teething pain. KONG Puppy Rubber is customized to meet this need while teaching appropriate chewing behavior.

## Separation Anxiety

Separation anxiety peaks during the first 20 minutes after a dog is alone. A treat stuffed KONG helps your dog associate being left alone with good things, alleviating those anxiety peaks.

## Boredom

A dog will always find something to do to beat boredom—this often leads to **problem behavior**. Stuffed and frozen KONGs keep dogs engaged, extending playtime with a healthy, long-lasting, mentally stimulating challenge.

## Digging and Barking

Boredom and fear can lead to **digging and barking**. Creating good behaviors starts with productive play that allows dogs to expend excess energy. A frozen, treat-stuffed KONG offers a mentally occupying challenge that burns excess energy.

## Crate Training

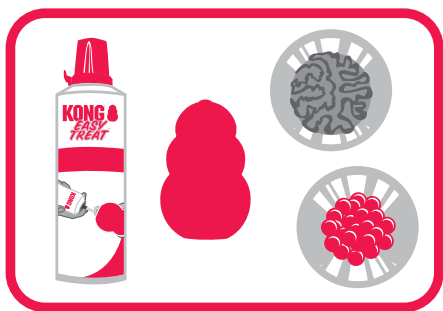
Crates provide a sense of security for dogs and can aid in housetraining. To help dogs build a positive association with their crates from the start, give them a KONG as a mind occupying challenge. Repeating this routine helps your dog feel safe turning their crate into their den.

## Weight Management

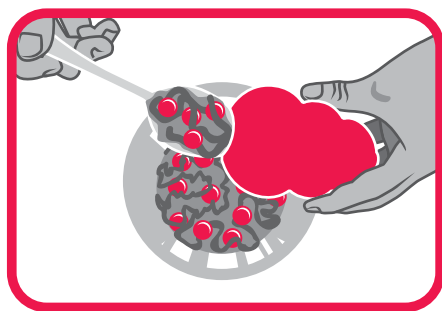
Your dog's weight is critical to his or her health; about 35 percent of dogs are **overweight or obese**. Slow down eating and add a satisfying mental and physical challenge by feeding your dog from a KONG Classic or a kibble filled KONG Wobbler.

**KONG**<sup>®</sup>  
Solutions

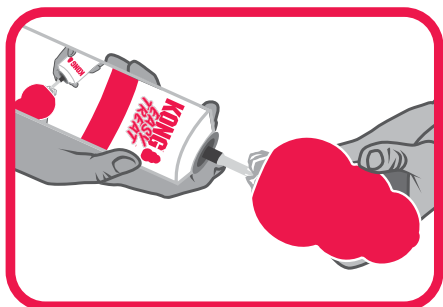
# How to Stuff a KONG



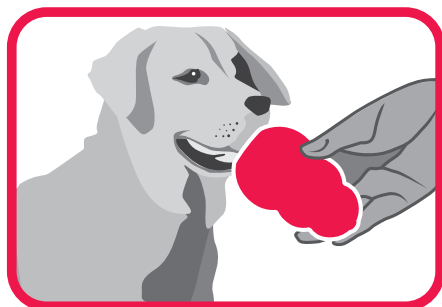
**Mix**



**Fill**

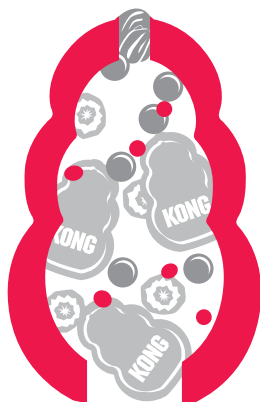


**Seal**



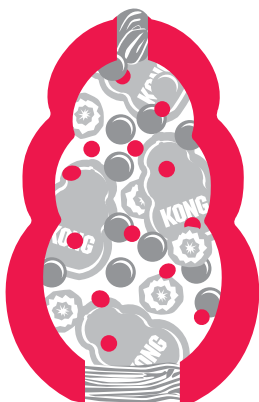
**Give**

## Stuffing Levels



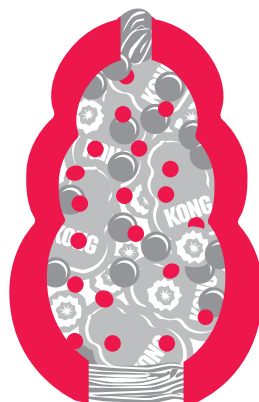
**Easy**

Stuffed lightly



**Medium**

Stuffed slightly  
tighter



**Hard**

Stuffed tightly



# How to Introduce a KONG



*Most dogs need to learn to use a Classic KONG rubber chew toy. We recommend a phased approach to ensure a dog knows how to enjoy all the benefits of this popular toy.*

## 1

### SIZE FOR SAFETY

It's important to use the right size KONG so that your dog can have the safest, most enjoyable experience. Not sure where to start on sizing?

Check out the KONG User Guide online at **KONGcompany.com**

## 2

### ENGAGE TO ENSURE SUCCESS

Get your dog excited about their new KONG. Show it off and talk about it excitedly; maybe even play a little hard-to-get to pique their interest and show them what their new toy can do.

## 3

### STUFF TO ENTICE AND KEEP THEM BUSY

Many dogs are motivated by food and KONG toys are perfect for stuffing with treats or kibble to keep dogs busy. The key is to stuff loosely so that the food will come out of the toy easily. To entice your dog, try using a little bit of peanut butter or their favorite treat in the KONG.

## 4

### FREEZE TO EXTEND PLAYTIME

Over time, your dog will learn how to get treats out of the KONG quickly. To increase the challenge during playtime, put together a mixture of wet and dry ingredients, stuff the KONG and freeze it. A frozen KONG heightens the experience by creating a long-lasting, mentally-stimulating task.

**Wondering what to freeze in your dog's KONG?** Stop by the recipes page on our website, **KONGcompany.com**

# Life Stages

## 7-10 Weeks Old

- Very social and relish playtime and human contact
- Need lots of attention and interactive toys to cope with the loss of littermates and to help them adjust to new homes

**Recommended:** Puppy KONG

Remember to graduate to larger-sized KONG toys as the puppy grows



## 3-6 Months Old

- Teething is a major issue during this period of rapid growth
- Offer puppies a variety of safe, soothing chew toys for developing proper chewing habits
- Persistence is key in training: reward good behaviors
- Interactive play with toys expends pent-up energy in a positive and rewarding way

**Recommended:** Increase size of Puppy KONG



## 6 Months - 1 Year Old

- Growing puppies (at this stage) should have longer play periods
- Playtime is good exercise and strengthens the bond between pet and owner
- Stuffed KONGs can become effective tools that help solve common problems like destructive chewing, separation anxiety and boredom

**Recommended:** KONG Classic

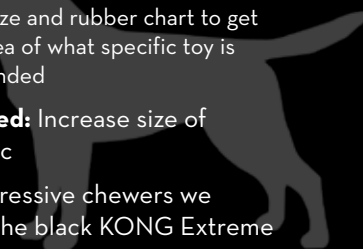


## 1-7 Years Old

- Continue training and reinforcing good behavior
- Rotate toys regularly to keep dogs interested
- Consider the dogs chewing habits, size and breed to determine the right size for each dog
- If there is any doubt as to proper size, it's always safest to choose the larger option
- Use our size and rubber chart to get a good idea of what specific toy is recommended

**Recommended:** Increase size of KONG Classic

For more aggressive chewers we recommend the black KONG Extreme

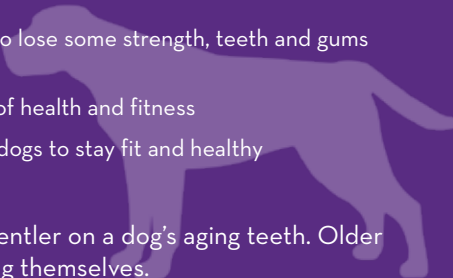


## 7+ Years Old

- Dogs begin to show signs of aging: muscles begin to lose some strength, teeth and gums show some wear, and gray hair may start to show
- Toys and play continue to be important elements of health and fitness
- Providing regular physical activity will help senior dogs to stay fit and healthy

**Recommended:** KONG Senior

KONG Senior is made from softer rubber to be gentler on a dog's aging teeth. Older dogs can chew easily without tiring or overexerting themselves.



# KONG

*for Cats*



# Playtime is Important

Cats have an instinctual desire to hunt and capture prey. Growing up in an indoor environment does not routinely give your cat a chance to release the natural energy that builds up.

If a cat is not given the opportunity to play and appropriately scratch surfaces, he may misdirect this energy toward inappropriate behaviors such as clawing at the moving feet of a human or scratching the furniture.

## Benefits of play

- An outlet for instinctive behaviors
- Regular exercise
- Reduction of stress
- An opportunity to bond with you
- Alleviation of boredom



## Kitten to Cat

For very young kittens, we recommend starting with a catnip-free teaser, such as the KONG Swizzle Bird. This feather-tipped teaser – with an extra-long, sturdy pole – will help you mimic the actions of natural prey. You can slide it slowly or quickly on the floor, dangle it high above your kitten, or pull upward rapidly to launch the feathers into the sky. Let your new friend capture its prey a few times to help him or her feel rewarded for the effort.

As a kitten matures into “kitty adolescence” at around six months of age, you can introduce catnip toys, as a sensitivity to catnip will have developed in about 70 percent of cats. Catnip is a natural, non-addictive herb that encourages play. A perfect choice at this point is the KONG Kitten Kickeroo, a kitten-sized version of the KONG Kickeroo toy. It has a fun crinkle sound that helps arouse a kitten’s curiosity, and a fluffy tail whose movement proves irresistible to many young felines.







## **Introducing New Toys to Felines**

### **Give Each New Toy a Grand Opening**

Hide away all other toys so that you bring out only one new toy at a time. If there are certain times of day that they are more energetic, tap into this energy to introduce the new item. Try using a high-value treat or KONG Catnip spray to add to the enticement of a new toy.

### **Make it a Shared Experience**

Cats are very aware of what you are doing and how you are feeling – present a new toy with excitement and enthusiasm and they are more likely to feel the same way about it.

### **Give it Some Time**

If the feline is not immediately playful or receptive, don't fret. Cats like to do things their own way in their own time. Over time with repeated introduction, a new toy is just as likely to be accepted as the old ones.

## **Safety**

### **Never introduce a new toy without proper supervision.**

It is important to introduce new toys under supervision to see how your cat plays with the toy and that they handle it safely.

### **Teaser toys should only be used as an interactive toy.**

Items on a pole and string that are used for interactive play can present a digestive hazard. If a cat ingests a long piece, it could require veterinary attention.

### **Inspect toys frequently, and discontinue use if you notice worn, loose or torn pieces.**

For toys with feathers, it is important to remove and discard feathers that become separated from the toy. While cats instinctually are able to capture and consume feathered prey, feathers may occasionally cause irritation to a cat's throat when swallowed. In extremely rare instances a more serious digestive problem may develop.





# PET PARTNER *Programs*

# How KONG Can Support You

## Shelter Registration

Stay up to date with our latest shelter-related news and programs. Plus, be entered to win KONG seconds for your shelter! Visit [KONGcompany.com](http://KONGcompany.com) to register.

## Order KONG Seconds

We have a limited quantity of slightly imperfect rubber toys available for purchase by organizations. They're perfectly priced.

Organizations eligible for KONG Seconds include: Pet-related non-profit organizations, rescue groups and shelters. **Available in U.S. and Canada only.**

## Event Donations

Visit [KONGCompany.com](http://KONGCompany.com) to complete an Event Donation Form at least six weeks prior to your event.



**PLEASE NOTE:** You will have the option to choose a dog or cat goodie basket, and KONG will choose a limited number of toys and treats for you. Even though submitting a request is no guarantee for a donation, we always try to accommodate as many requests as possible.



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