



**KONG**<sup>®</sup>  
*Solutions*



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# What is a KONG?



## Chew Toy

Made of durable natural rubber, KONG is great for dogs that like to chew.



## Stress Reliever

A KONG acts as a diversion, relieving stress, boredom and anxiety when dogs are left alone or need to be kept busy.



## Treat Puzzle

Stuff a KONG with your dog's favorite kibble or treats for hours of enjoyment.



## Fetch Toy

The playful snowman shape gives the KONG an unpredictable bounce, which dogs love to chase. Each game is new.



## Crate Training

A stuffed KONG can help ease the anxiety of crate training and be used as a high-value treat inside the crate.

# KONG 101



## **1. SIZE FOR SAFETY AND CHEWING STYLE**

It's important to use the right size KONG so that dogs can have the safest, most enjoyable experience. Once the right size has been determined, choose a rubber formula based on the dog's chewing style.

## **2. ENGAGE TO ENSURE SUCCESS**

Get the 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 EXTEND PLAYTIME**

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

## **4. FREEZE FOR GREATER CHALLENGE**

Over time, the dog will learn how to get treats out of the KONG quickly. To increase the challenge, 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.

# Rubber Selection

**KONG**  
Puppy



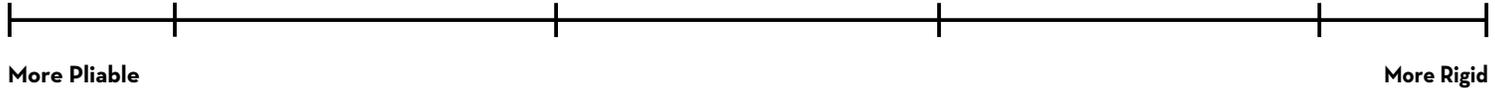
**KONG**  
SENIOR



**KONG**  
Classic



**KONG**  
EXTREME



**KONG Puppy Rubber**

- Beginning chewers
- Soft / Chewy Rubber
- Recommended for growing puppies
- After adult teeth come in - graduate to Classic KONG
- Blue or Pink



**KONG Senior Rubber**

- Light chewers
- Medium / Soft Rubber
- Recommended for gentle adults and senior dogs
- Made for the aging jaws of a senior dog
- Purple



**KONG Classic Rubber**

- Typical chewers
- Medium / Hard Rubber
- Recommended for most adult dogs
- Red



**KONG Extreme Rubber**

- Aggressive chewers
- Hard Rubber / Most Durable
- Recommended for most adult dogs
- Black



# Sizing by Breed

Breeds	Puppy KONG	Classic KONG	Extreme KONG	Senior KONG
Akita	L	XL, XXL	XL, XXL	**
Australian Shepherd	L	L	L	L
Basset Hound	M, L	L, XL	L, XL	L
Beagles	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
Bulldog	L	XL, XXL	XL, 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
Dachshund	M, L	L	M, L	M, L
Doberman Pinscher	M*, L	L, XL, XXL	L, XL, XXL	L
English Springer Spaniel	L	L	L	L
French Bulldog	M, L	M, L	M, L	M, L
German Shepherd	L*	L, XL, XXL	L, XL, XXL	L
German Shorthaired Pointer	M*, L	L, XL	L, XL	L
Golden Retriever	L*	L, XL, XXL	L, XL, XXL	L
Great Dane	L*	XXL	XXL	**

Breeds	Puppy KONG	Classic KONG	Extreme KONG	Senior KONG
Havanese	S	S	S	S
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(Std.)	M*, L	L, XL	L, XL	L
Poodle(Min)	S, M	S, M	S, M	M
Pug	S, M	M, L	M, L	M, L
Rhodesian Ridgeback	M*, L	L, XL, XXL	L, XL, XXL	L
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 Huskie	M*, L	L, XL	L, XL	L
Wheaten Terrier	M, L	L	L	L
St. Bernard	L*	XXL	XXL	**
Vizsla	M, L	L	L	L
Weimaraner	M*, L	L, XL, XXL	L, XL, XXL	L
West Highland White Terrier	S*, M	M, L	M, L	M, L
Yorkshire Terrier	S, M	S, M	S, M	M



Up to 2 kg  
Up to 5 lbs



Up to 9 kg  
Up to 20 lbs



7 - 16 kg  
15 - 35 lbs



13 - 30 kg  
30 - 65 lbs



27 - 41 kg  
60 - 90 lbs



38+ kg  
85+ lbs

\*This size is appropriate for young puppies only. For safety, size up as puppy grows.

\*\*Senior KONG is not recommended for this breed.

# A Long History Together



The Family Pack



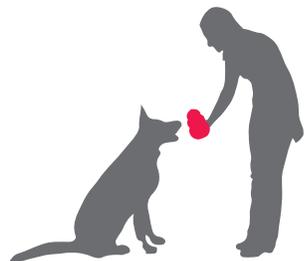
Humans realize the working value of dogs



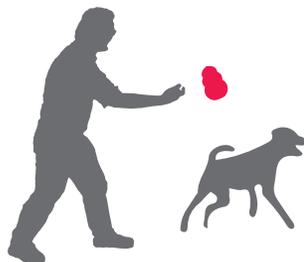
Dogs become part of the family.

**INSTINCTS THAT DEVELOPED IN THE WILD CAN LEAD TO PROBLEM BEHAVIORS IN YOUR HOME**

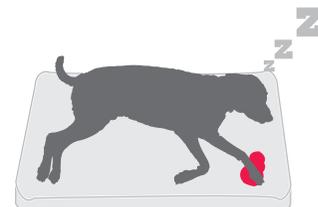
**KONG Solutions help satisfy natural instincts...**



by redirecting to a stuffed KONG toy that also entertains,



with interactive play to build the bond between pet and parent



and by providing a healthy outlet for dogs' energy and alleviating boredom.

**It's Only Natural...**



*Dogs Need to Play.<sup>®</sup>*

# Use KONG For...





# Chewing





## Chewing

**Without an acceptable outlet for the natural instinct to chew, many dogs turn to destructive chewing in the home.**

- KONG toys are made from durable rubber in a variety of formulas and provide dogs an appropriate way to fulfill chewing instincts.

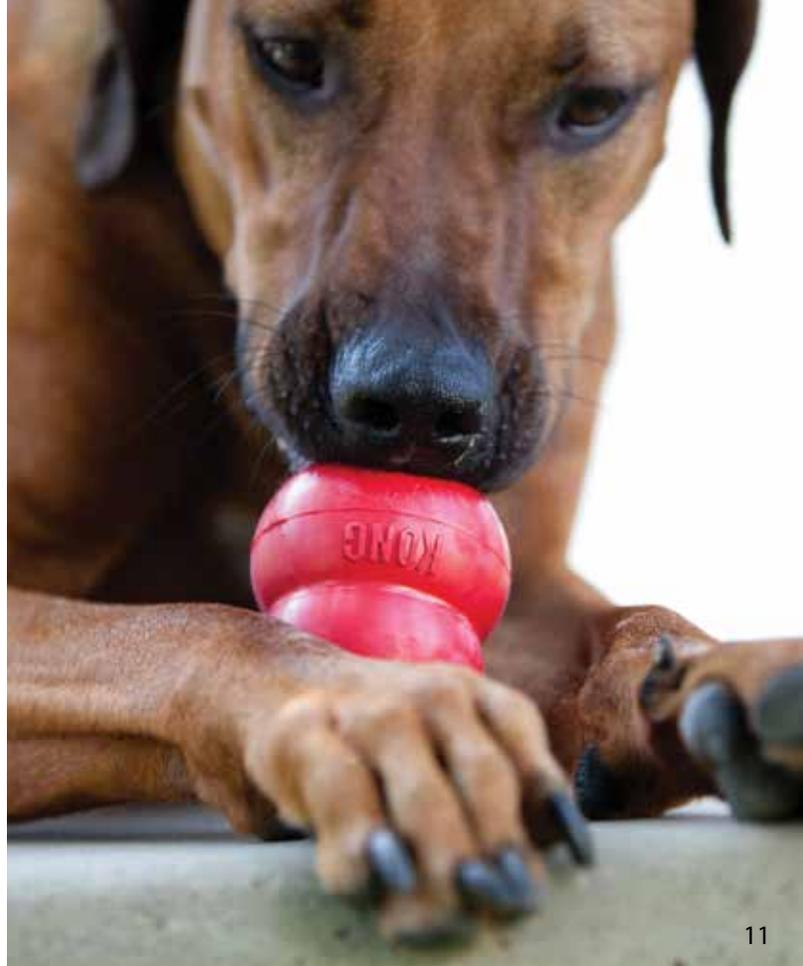
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- Chewing a KONG keeps jaws strong and teeth clean.

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- Prevention is key—teaching dogs acceptable chewing behaviors with KONG helps avoid destructive chewing from the start.

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# Teething





## Teething

**Puppies have 28 baby teeth that erupt through the gums, sometimes causing pain.**

- Chewing soft rubber helps to alleviate teething pain.

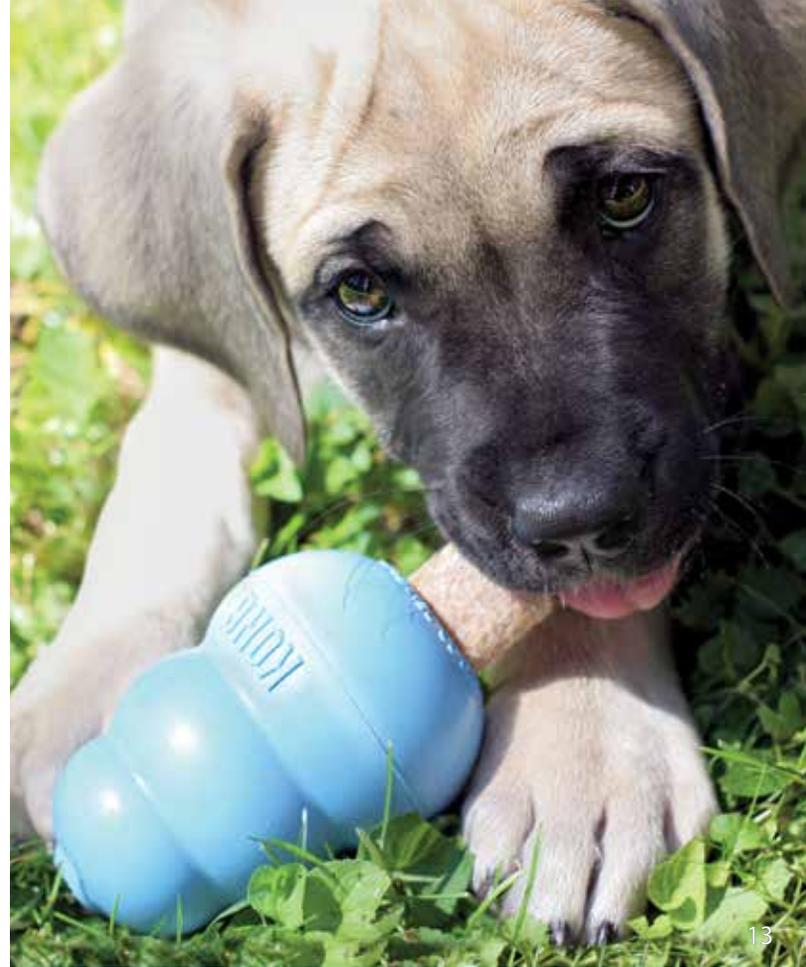
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- KONG Puppy rubber toys are designed for growing teeth and jaws. These toys help promote the entry of growing teeth, while establishing healthy chewing habits.

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- When the new adult teeth are fully set at about 9 months, dogs should move to a KONG Classic or KONG Extreme based on their chewing style.

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# Separation Anxiety





## Separation Anxiety

**Separation anxiety occurs in the first 20 minutes after you leave a dog alone.**

- A simple solution is to help the dog develop a positive association between being left alone and good things, like a treat-stuffed KONG.

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- Stuffing a KONG toy with a mix of wet and dry ingredients creates a challenge that typically lasts 20 minutes, engaging dogs during the time when anxiety is at its peak.

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- A KONG can even be frozen so that getting all the food out takes even more time.

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# Boredom





## Boredom

**To combat boredom, a dog will always find something to do—often this leads to problem behavior.**

- Stuffed and frozen KONG toys extend playtime and create a healthy, long-lasting challenge.

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- In addition to extending playtime, working on a stuffed KONG mentally stimulates dogs, beating boredom and keeping the mind sharp.

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## Digging & Barking





## Digging & Barking

**Digging and barking are typically outgrowths of boredom or fear.**

- Creating good behaviors start with productive play, which allows dogs to expend excess energy.

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- Every time you throw a KONG toy, the unpredictable bounce ensures no two games are ever the same, keeping the dog engaged and excited for more.

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- A stuffed KONG is also helpful for a dog left outside to play. Directing their energy toward something positive, like working for the food inside the toy, diminishes bad behaviors.

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# Crate Training





## Crate Training

**Crates provide a sense of security for dogs and also aid in housetraining. To successfully crate train a dog, it's critical to create a positive association with the crate.**

- Start a dog's crate training by stuffing a KONG toy with a favorite treat.

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- Let the dog see and smell the stuffed toy, then place the KONG in the back of the crate leaving the door open.

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- As the dog chews on the KONG inside the crate, they begin to feel more comfortable and create a positive association with the crate. Repeat this until their dog is happy to settle in the crate on their own.

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# Weight Management





## Weight Management

**Weight management is an important part of dogs' overall health; it's estimated that 35 percent of dogs are overweight or obese.**

- Feeding your dog from the KONG Classic or Wobbler will not only slow their eating, but provide a satisfying mental and physical challenge.

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- Like walking, play has countless benefits for dogs. The erratic bounce of the KONG Classic makes games of fetch new and exciting each time, keeping your dog engaged in healthy physical activity.

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# Additional Benefits

- A stuffed KONG toy is a great way to disguise your dog's medication. When mixed into a KONG stuffing recipe, your dog won't even notice they're getting their pill.

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- KONG toys provide a natural, holistic solution to many common pet problems. Training with a KONG can often prevent trips to the veterinarian, behaviorist or—as a last resort—shelter.

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- In addition to problem solutions, KONG toys provide interactive play that can strengthen the bond between pet and parent.

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**KONG®** 

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