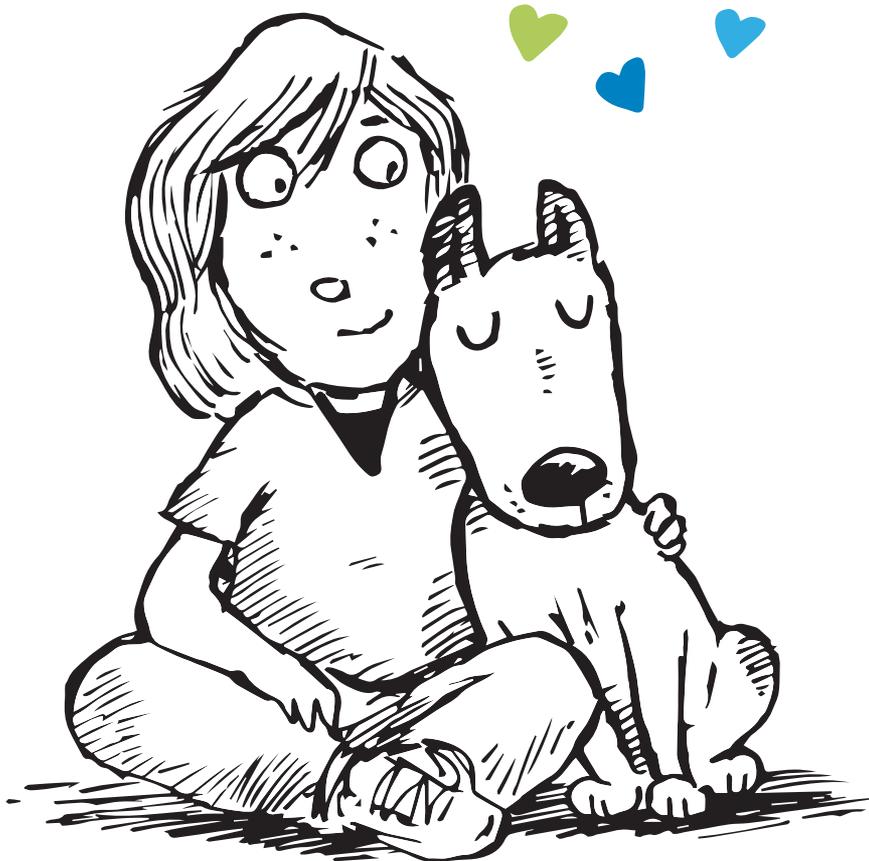


WELCOME HOME



Congratulations! You've just welcomed home your new pet! We know this is a truly epic moment - one you'll remember fur-ever.

As your friends in the trenches, we understand that this exciting time can also mean a new set of challenges, especially when it comes to chores and cleaning. Believe it or not, concerns about pet messes can often be a barrier to folks considering adopting a new pet (50% of people, to be exact!).

That's where we can help! With 4 million dogs in need of homes², Swiffer and Bark & Co. are spreading the word that cleaning concerns should never be an obstacle to bringing the love of a pet into the home. With this exclusive Welcome Home Kit, you can achieve a thorough clean in minutes, meaning more time for what matters most: belly rubs and peanut butter treats (enclosed!).

Within this pamphlet, you'll find some great tips to help as you navigate this amazing new journey. Please share your own "welcome home" experience with @Swiffer and @BarkBox using #ShedHappens on social media.



[1] Methodological Notes: The Swiffer Cleaning Index was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative U.S. adults ages 18+, between June 12th and June 20th, 2014, using an email invitation and an online survey. The margin of error for this survey is +/- 3.1%.

[2] Statistic courtesy of the ASPCA: <https://www.aspc.org/about-us/faq/pet-statistics>.

MAKE IT A “CLEAN” TRANSITION!

Bringing a pet into your home can change the dynamic of your household. While caring for a furry family member may mean more work, having a pet helps produce hormones and neurotransmitters that create feelings of happiness and love ...and actually decreases stress. Dogs are good for you! It's science, people.

Here are some tips for making the transition an even more enjoyable one:

- 🐾 **Start with the basics.** Create a checklist to be sure you have a collar, ID tag, leash, bowl, and any other essentials to welcome your new dog home.
- 🐾 **Pet-proof your place.** Similar to baby proofing your home, put away the dangerous stuff – harsh cleaning products, medications, floor level hazards and breakables. Oh, and don't forget to keep a tight lid on trashcans!
- 🐾 **Be prepared.** Arm yourself with the tools that will make life with pup a little easier. Grab a pet brush for daily grooming to help reduce the dog hair tumbleweeds. And, when #ShedHappens, reach for your Swiffer® Sweeper® or Duster® to trap and lock pet hair with a quick swipe.
- 🐾 **Consult your vet.** Be sure to talk to your local vet soon after you bring home your new pal. Things like: understanding immunizations, proper food/treat choices and overall wellness advice will help keep your pet happy and healthy.



KIDS NEED DOGS, DOGS NEED KIDS

Dr. Aubrey Fine, a renowned child development and pet expert, says that animals can not only develop character in children but can also help to create a home that's rich with kindness and compassion.

Here are a few suggestions from Dr. Fine to help maximize your family's experience:

- 🐾 Remind children that pets are completely reliant on your family for many of their necessities. Teaching kids what their pet needs makes them more plugged in on pet care and responsibility.
- 🐾 Keep children involved in the training of their new pet, including obedience and trick training. The more involved they are, the more fun they have. Teaching children positive ways to interact with their pets will help them feel more involved and will help crystallize their fur-ever bond.
- 🐾 Animal relationships are often developed and nurtured rather than just found. Help your children develop a strong



commitment to playing and spending time with their new four-legged companion. Fully integrating a pet into the family's daily life will make your journey with them enriching, meaningful and memorable.

- 🐾 Talk to family members about the commitment of having a pet and the importance of helping with daily chores. When you remove cleaning and chore tensions, you can live together without guilt or challenges, making the relationship even stronger.

MAKING FIDO FEEL AT HOME

Your pet is now a new member of your family. Hooray! But as excited as you are, it's important to remember that your new pet is also experiencing a big change. Here are some tips from the pet experts at Bark & Co. to help Fido find his place in the family:

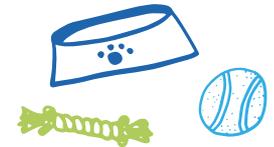
- 🐾 **Set the house rules.** Establishing house rules and a daily routine before your pet arrives will help spare any confusion about whose recliner that really is (Hint: it's probably not the dog's) or where the "bathroom" is (Hint: not the kitchen floor).



- 🐾 **Schedule in "paw-sonal" time.** Your rescue pet has likely been shuffled around a bit and exposed to multiple environments. Give your dog time to sniff out his new home. If you'll be crate-training, leave the crate open to help your dog become acclimated with his or her new space.
- 🐾 **Introduce your dog to the roommates.** There are different ways to go about introducing your new dog to family members, children, and even other household pets. Be sure to take the appropriate actions depending on who you're introducing to your new fur-baby.

LIVE HAPPILY EVER AFTER!

The special bond between you and your dog is unparalleled. With this kit, you can achieve both a happy pup (if you think this "welcome home" pillow is cute, check out BarkShop.com!) and a thorough clean in minutes with Swiffer® products. Please enjoy this special Welcome Home Kit on us...and let the fur fly! We've got your back. #ShedHappens



Bark & Co™