

Beach Ave Boxers

Puppy's Eight by Eight

Our modified socialization approach adapted from Pat Schaap's "RULE OF 7's"—

Exposure (socialization) at an early age is key in raising a well-rounded puppy. Exposure to a variety of everyday sights, sounds, surfaces, and scents helps mold puppies into confident dogs. By the time your puppy goes home at 8 weeks, it will have experienced:

- **8 different surfaces:** grass, concrete, wood, woodchips, carpet, tile, laminate, metal, uneven surfaces, dirt, mud, puddles, leaves, slippery surfaces, uneven surfaces, etc.
- **8 different sounds:** garbage trucks, vacuums, door knocking/doorbells, phones ringing, children playing/babies crying, lawn mowers, pans dropping, laundry machines, cars, motorcycles, singing, etc.
- **8 different types of people:** men, women, children, babies, elderly adults, people with canes, with walkers, with crutches, with hats, with glasses, with sunglasses, with different skin tones, etc.
- **8 different locations:** back yard (outside), interior rooms, garage, car, moving car, the beach, veterinary office, kennel, etc. We keep this one limited to avoid environments that could potentially introduce sickness or parasites.
- **Cooperative care routines weekly for 8wks:** ear check, handling around the face & mouth, teeth check, paw/toe handling, nail trims, stacking, etc.
- **Early Scent Introduction (ESI):** a plethora of scented objects to introduce smells and start strengthening the puppy's nose work ability like grass, leaves, bark, spices, herbs, animal furs, fruits, and other odorous fibers and textiles.
- **Early Neurological Stimulation (ENS):** early tactile and thermal stimulation of puppies to help improve cardiovascular performance, stress tolerance, disease resistance, and promote healthy hormone production.
 - *Both ENS & ESI are performed from day 3-16 of age.*