

PURINA

PRIME

EVERYDAY

ADVENTURE GUIDE

EVERYDAY
ADVENTURE
ADVICE FROM
PURINA'S DR.
RUTHANN LOBOS

FORWARD FROM
BACHELORETTE'S
JOJO FLETCHER &
JORDAN RODGERS

THE SCOOP ON
PRIME TREATS
& CHEWS

PRIME'S PICKS
FOR SEASONAL
ADVENTURES





Hi everyone,

Adventure-seeking is part of our DNA, and we've unleashed that same passion in our two German Shorthaired Pointer pups, Jackson and Jagger. It's the everyday adventures with them that we love the most. We're excited to be partnering with Purina Prime Treats to highlight how adventure can come in many different shapes and forms – and the best part is, they can be done every day, pretty much anywhere!

This guide will give you a peek into some of our top everyday adventures, along with tips from Purina's Dr. RuthAnn Lobos – all fueled by Prime Treats to help unleash the dogness within! Enjoy.

- From JoJo Fletcher and Jordan Rodgers



Jackson is the man of the house...and he loves the Prime Meaty Bits. They're made with real venison, which happens to be his favorite flavor, and is the best reward after a good game of fetch.



Jagger is our young pup... and he loves the Prime Chew Stick. It's perfect for his favorite "adventure" which is relaxing on the couch with Mom and Dad.

UNLEASH THE DOGNESS WITHIN

Prime's tasty dog chews and tender meaty treats are made to satisfy your dog's taste for adventure. They intrinsically transport your dog to their most craved activities and experiences...without ever leaving the neighborhood. Made with real venison, bison or duck, Prime caters to a dog's instincts in a naturally edible way. Whether looking for a daily training treat or a long-lasting chew, Prime provides a taste of adventure in every bite.



JOJO & JORDAN'S FAVORITE EVERYDAY ADVENTURES



CAFÉ

At our favorite little café, we can relax while Jackson and Jagger get a chance to snack on their long-lasting Prime Chew Sticks. It's also a nice change of scenery for the four of us to enjoy together.

BEACH

Our dogs might have been fish in a previous life. They love the water and feel so at home on the beach. Sometimes we'll play fetch – that's when they know they're about to score some Prime Meaty Bits, and other times we'll take in the view while they enjoy their Prime Grass-Fed Beef Chew Sticks.



NEIGHBORHOOD

Jackson and Jagger think it's their job to sniff every patch of grass in the neighborhood. With budding flowers, rain, and changing landscapes, every day is like a new adventure around the block. Prime Meaty Bits are the best way to keep them engaged and moving!





ADVICE FROM A PURINA EXPERT

RUTHANN LOBOS DVM CCRT CVAT

Dr. RuthAnn Lobos is a senior veterinarian for Nestlé Purina PetCare. She's managed the Global Scientific Programs for the Purina Institute, which advances the science of nutrition, helping pets live better, longer lives.

What should you bring when going on an everyday adventure?

Dr. RuthAnn shares her suggestions:



Water Bottle



Treats



Leash



Dog Waste Bags



Dog Life Jacket
(for water adventures)

While some everyday outings may seem normal for you, to your dog they really are an adventure. They're not only a way to reinforce good behavior (with Prime treats of course!), but they also activate a dog's muscles, engage their minds and deepen the bond between you and them.

PRIME'S PICKS:

EVERYDAY ADVENTURES FOR ALL SEASONS

As the seasons change, it's important to give pets time to acclimate to the new temperatures. Keeping play sessions shorter will help them adjust. In the summertime, the surface temperature of asphalt and concrete can rise in a hurry, so try to go out earlier in the morning or later in the evening. Snow and ice can get caught between the pads on your pup's paws. Be sure to check those if exploring in the colder months.



FALL FESTIVITIES

Head to a pumpkin patch. After walking around a corn maze and taking in lots of sniffs, let your dog pick out their very own pumpkin.

WINTER WONDERLAND

Play fetch in the snow. You can even hide Prime treats in little mounds or small holes for your dog to find. It's fun and great skill building.

SPRING FLING

Go to a new dog park for a pup meet up. This helps your dog socialize with others and gives time to run free in the nice spring weather.

DOG DAYS OF SUMMER

Take your dog for a swim. Whether it's on the beach, in a lake or your swimming pool – it's an adventure that will keep them cool. Just remember to be safe and use a dog life vest.

No matter what the everyday adventure is, there's a Prime treat to make it complete!

Everyone can make everyday adventures possible.
Prime is here to help take the things dogs crave and
make them even more enjoyable.

WHERE TO BUY

