



Grooming Instruction • Dog Obedience • Veterinary Assistant

Chew on This

Help clients understand their dog's chewing style

By Kong Company Staff,



While nearly every dog loves to chew, not all do so in the same way. Identifying a dog's chewing style helps owners provide a toy that will give their dog the most satisfying, safe, and fun chewing experience. Teaching your clients about the different chewing styles and matching solutions for their dog is another way you can help enhance their lives together—and become a part of their trusted pet care network.

Why Dogs Chew

Dogs' instinctual need to chew stretches all the way back to their wild ancestors, who needed to keep their teeth sharp and gums healthy in order to successfully hunt and eat. Kong's natural rubber formula was created specifically to deliver a safe, durable option to satisfy dogs' innate need to chew.

While your clients may be most familiar with the bright red rubber of the Kong Classic, the toys are available in three other rubber formulas. Each is designed to meet the varied needs of different types of chewers. Below is an overview of different styles of chewing and which type of Kong you could recommend to clients.

Teething Chewers

Puppies have additional reasons for chewing: the 28 baby teeth emerging through their gums. Just like with babies, incoming teeth can cause puppies pain and chewing helps alleviate it. The pink and baby blue puppy rubber is specially formulated to be soft enough to provide teething relief, yet durable enough to withstand assault from those puppy needle teeth.

Stuffing a Puppy Kong with Puppy Snacks or Ziggies and sealing the opening with Puppy Easy Treat entices puppies to start chewing. Stuffed Kongs extend the chewing fun and are great tools for teaching puppies appropriate chewing behavior that lasts a lifetime. Remind owners to be mindful of what they stuff in their puppy's toy—the food should not be too. Our puppy treats are formulated specifically for puppy digestive systems.

Freezing a stuffed Kong can be especially soothing for teething chewers. They are also great for extending the fun for adult dogs, too—especially during hot weather. Owners could keep a few in their freezers so there's always one on hand.

Average Chewers

After about 9 months of enjoying Puppy Rubber toys, most dogs are ready to graduate to bright red Classic Kong Rubber. The rubber is formulated for adult teeth and satisfies the chewing needs of most dogs. In addition, the rubber is wonderfully bouncy. The snowman shape and the dynamic rubber combine to make a toy with an irresistibly erratic bounce dogs love to chase—it is also great for games of fetch.

Power Chewers

Power chewers seemingly have jaws of steel. These are the dogs who are able to shred most toys before owners can even recycle the packaging. Fortunately, we engineered an ultra-durable rubber: black Extreme Rubber. Formulated for super strong jaws, the rubber is tough enough to withstand power chewing, but has enough springy rebound to keep it fun to chew.

Aging Chewers

Mature dogs have special chewing needs. That's why we created Kong Senior Rubber formula. This purple rubber is soft enough to provide older dogs with a comfortable chewing outlet.

Extend the Fun

Stuffing a Kong can help keep all styles of chewers chewing longer. And, just like with Kong Rubber formulas, not all stuffing recipes are right for all dogs. You can help your clients choose the right recipe(s) by providing them with stuffing suggestions. Posting them on your website or Facebook page, printing them up on small recipe cards with your logo, or even on the back of your business cards, is a great way to help. Click on the link to discover [new recipes](#).

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



KONG Puppy Rubber

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



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 and White swirl



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