



Looking for a colour
you don't see here?



Before deciding to buy a puppy with unusual colouring, there are some things you need to know first.



Are they really rare?

No, a breeder may say these colours are rare, but this just means that the people who developed the breed preferred other colours. The term 'rare' is simply a tactic to make these breeds seem more special than others.



How much should they cost?

Your puppy shouldn't cost any more than other dogs in the breed. Unusual coloured dogs can be seen as fashionable, so just make sure the breeder cares about the puppy's **health** and future, and not just your money.



The breeder

Puppies should always be bought from a responsible breeder who registers with the Kennel Club and does everything they can to make sure that the dogs they breed are happy and **healthy**, such as a Kennel Club Assured Breeder. You need to visit the puppy at home and meet their mum, just as you would with any other puppy.



Your puppy's health & happiness

Your puppy's mum and dad should be **health** screened for the same conditions as the other mums and dads in the breed. Their **health** and temperament should always be more important than their colour.



Be sure to do your research before you buy a puppy. To find out more about a breed or about unusual colours, speak to your local breed club or visit breedinformationcentre.org.uk

Never buy from anyone you think hasn't taken every step to make a puppies **health** their priority. If you suspect someone is a puppy farmer report them to the RSPCA, the police or your local authority.