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PRESS RELEASE

IT'S HOT AS PAWS OUT THERE!

10 WAYS TO KEEP YOUR PET HEALTHY AND HYDRATED THIS SUMMER

December 2021: The annual [PetSafe® Brand Australia](#) Hydration and Health Awareness Campaign will kick off this January, fronted by PetSafe® Ambassador and Australian Personality, Tania Zaetta.

"This annual campaign is so important for all pet owners," comments Tania, "being a dog-mum myself {to Cptn Charlie our Jack Russell} I know firsthand what it takes to keep our fur babies healthy, happy, and most importantly hydrated through all months, but especially during the hotter summer season here in Australia."

Our pets are at greater risk of dehydrating faster than humans during the hotter months as their bodies are made up of more water than ours.

"Most people are unaware that our pet's body is made up of 80% water, and humans' are only 60% water", continues Tania, "therefore, they need to drink more and more often than we do. The hotter your pet gets the greater risk of dehydration or heat exhaustion, and expensive vet visits!".

So, how can we avoid a serious situation with our pet this summer?

Tania, Cptn Charlie, and PetSafe® Australia have teamed up to pull together ten easy ways to keep your pet healthy and hydrated this summer:

1. Know the signs of dehydration

The most common signs of dehydration include:

- Vomiting and/or diarrhea
- Loss of energy
- Excessive, ongoing panting
- Loss of appetite
- Sunken, dry eyes
- Dry, sticky gums
- Loss of skin elasticity

If your pet has any signs, call your vet immediately for expert advice.

2. Know how much water your pet needs

Your pet needs around 60ml of water per kilogram they weigh EVERY DAY. For example, if your pet weighs 10kg, they need around 6ltr a day.

If they weigh 40kg, then they need 24ltr!

Keeping track of this can be challenging, especially if you have more than one pet or are away from the house a lot during the day. A pet fountain can provide your pets with fresh, filtered water all day and night and give you peace of mind. A [Drinkwell® Butterfly Pet Fountain](#) is an excellent option for smaller cats and dogs, and a [Drinkwell® 7.5 Litre Fountain](#) for those larger animals.

3. Always take water with you when out and about – even for short walks!

Are you going for a quick walk around the block? Or heading off on a long car adventure? Make sure you always take water for Fido. For those longer journeys, make sure you stop at least every 2 hours to let them stretch their legs and drink some water.



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4. Too hot outdoors? Stay in with an icy treat

Is the weatherman telling us we are in for a scorcher? Maybe consider keeping Snoopy indoors. Heat can potentially be life-threatening to our pets, and if we are in for a heatwave, prolonged outdoor activity should be avoided. The temperature can become potentially dangerous from around 21 degrees to 26 degrees (depending on your dog's weight and breed).

But staying in on a hot day doesn't need to be boring. Treat dispensing and frozen treats are ideal for these hot days at home to keep your pet occupied and beat the boredom blues! Products like the [Kibble Chase™ Roaming Treat Dispenser](#) or the popular [Freezable Treat Holding Chilly Penguin](#) are perfect options.

5. Exercise in the cooler hours of the day - and avoid hot paws!

Just as we try to avoid the hottest parts of the day to avoid high UV exposure, so should our dogs. Daily exercise is recommended for all dogs; however, keep the high activity to early mornings or late afternoons during our hot months. And if you do go outside for a walk, make sure that the streets or paths are not too hot; if the path is too hot for your feet, it will be the same for your dog!

6. Add water to their dry food

We get a lot of our hydration from our foods, but dry pet food doesn't contain high water levels. Try adding some water to their dry foods during the hotter months. This will top up their hydration levels and make the dry food go down easier.

7. All day shade

If you are out for most of the day, it is easy to forget that where you left your pup in the morning might have seemed cool and shady, but by mid-afternoon could be drenched in hot, stifling sunlight.

Ensure that there is always a shady, cool option for them to retreat to. A large outdoor UV umbrella, canopy, or sunshade could provide this option.

Dog kennels' are also popular but can be dangerous if they are not specifically designed to be 'heatproof.' Always get some advice when picking a kennel.

8. Give them a haircut

The shorter the hair, the cooler the pet, and we aren't talking 'Fonzie' cool. Cutting their fur shorter will allow more air to flow faster to their skin and keep them cool and happy. But remember, only single-layer fur dogs can be shaved. If you have a double coat dog (like a Samoyed or Border Collie) or an already short-haired dog, seek advice from a professional dog groomer or vet.

9. Let them splash!

Investing in a shallow child's clamshell plastic pool and filling it with very (very) shallow water allows them to splash around to cool off. But make sure the pool is kept undercover and only used when someone is about to keep an eye on them. Never leave your dog unattended by water.

10. Let them be free

Never, ever chain or restrict your pet in the backyard. They need the freedom to find cool spots, exercise, and relief from the hottest part of the day. If you do not have a fully fenced area, [containment systems](#) might be a great solution. These DIY pet fences can be customized to your pets' boundaries and set up quickly!



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-ENDS-

Interviews with Tania Zaetta are available on request. Please contact Amanda Kuhn (details below)
Products from PetSafe are available on request. Please contact Amanda Kuhn (details below)

For more information about PetSafe® Brand products visit: www.petsafe.com/AU or contact Amanda Kuhn, Missy Mischief PR (amanda@missymischief.com.au / 0410 570 993)

Download high res images from:

<https://www.dropbox.com/sh/ecso65ofqzfpf9v/AAAadoZBsquMOFOWKcpfC9tAa?dl=0>

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About PetSafe® Brand

PetSafe® Brand is a global pet product expert with its headquarters in Knoxville, Tennessee. Wide-ranging innovative products are available across the PetSafe® Brand product portfolio including training, containment, and lifestyle and wellbeing product solutions. Visit www.petsafe.com for further details or connect on Facebook, Instagram or Twitter.

Products Mentioned in this release:

PetSafe Containment Systems

Electronic pet fences keep your dog safe in your garden. With a little DIY knowledge, you can customise your pet's boundaries by either burying wires in your garden or yard with an in-ground fence, or our wireless fences let you set your pet's boundaries quickly and easily.

Stay + Play Wireless Fence™ System

RRP\$537.49

Purchase: [Shop for Stay+Play Wireless Fence™ System | PetSafe® Australia](#)

Description

Whether your dog is rolling on his back in the grass or playing a game of fetch, the PetSafe® Stay & Play™ Compact Wireless Fence gives your best friend freedom to safely enjoy his favourite garden activities. There is no need to bury any wires or build a traditional fence, with the turn of a dial our Stay & Play™ Wireless Fence lets you create a circular boundary up to 3/4 acre. With this wireless fence, you decide how far to extend the boundary to keep your pet secure in their designated space. Place the compact transmitter indoors and set up your new wireless fence in as little as 1–2 hours. If you enjoy camping or travelling in your camper van with your dog by your side, you can take this portable wireless fence with you wherever you go. This fence comes with a rechargeable PetSafe® Stay & Play™ Wireless Fence Receiver Collar. The collar has a tone-only mode plus 5 levels of adjustable static stimulation depending on your dog's temperament. The collar is recommended for pets who weigh 2.3 kilos or more and fits neck sizes between 15-71 cm. The interchangeable design of the collar strap lets you customise your pet's collar using any 1.9 cm non-metallic strap of your choice. If you have more

than one pet at home, simply purchase as many additional receiver collars as you need so all your pets can use the same wireless system. Trust PetSafe® to help keep your pet healthy, safe, and happy.

Freezable Treat Holding Chilly Penguin

RRP(from)\$10.59

Purchase: [Shop for Chilly Penguin Freezer Toy | PetSafe® Australia](#)



Description

Fill, chill, chew, repeat.

The PetSafe® Freezable Treat Holding Chilly Penguin is, hands down, the coolest way to eat a treat. If your dog needs a slow-feed option for eating wet food, this freezer toy slows down dinnertime while adding fun. And if you need to keep your dog occupied while you're away, you can also use this freezer dog treat toy to freeze chicken broth, yogurt or peanut butter to help your dog savor his snacks for a lot longer. The Chilly Penguin is a yummy cool-down on the hottest day, but we're pretty sure your dog is going to love it all year round. Your pet deserves the best. Trust PetSafe® to help keep your pet healthy, safe and happy.

Kibble Chase™ Roaming Treat Dispenser

RRP\$64.49

Purchase: [Kibble Chase™ Roaming Treat Dispenser – PetSafe® Australia](#)



Description

The treat chase is on! The PetSafe® Kibble Chase™ Roaming Treat Dispenser is an interactive dog toy that will get your puppy excited about playtime. Simply load it with kibble, turn it on and watch the fun begin. The battery-powered toy rolls around the floor in a random pattern, dispensing treats as it goes. As a perfect option for dogs who eat too quickly, this treat puzzle is a great way of feeding slowly and can hold up to half a cup (118 ml) of kibble. And when you need a solution for boredom or separation anxiety, this toy acts as an interactive playmate, ready to play when nudged.

Tough rubber wheels roll quietly and easily on most indoor floor surfaces. From playtime to dinner time, the PetSafe® brand is here to help you and your pet to live happy together™.

Drinkwell® 7.5 Litre Pet Fountain

RRP\$128.99

Purchase: [Drinkwell® 7.5 Litre Pet Fountain | PetSafe® Australia](#)



Description

If you have a big dog or multiple pets in your family, the 7.5 Litre Pet Fountain is the perfect size!

Pets love running water and are drawn to it. Pet fountains entice pets to drink more water which keeps them healthy and hydrated. With this fountain, pets can drink from the free-falling stream or the bowl (which is awesome) because your pet needs 70 ml of water per 1 kg they weigh every day. This fountain has adjustable flow control which lets you customize the free-falling water stream, so no matter your pet's personality, they'll feel comfortable drinking from their new fountain.

We've designed the fountain to be tip and spill resistant, so you won't have to worry about cleaning up puddles. Also, the open bowl means that even if the power goes out, your pet will still have access to water. Pets love running water and are drawn to it. Pet fountains entice pets to drink more water which keeps them healthy and hydrated. With this fountain, pets can drink from the free-falling stream or



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the bowl. To keep water fresh, we use dual-filtration technology to remove pet hair, debris, bad tastes and odours. A charcoal filter, foam filter and fountain pump work together to keep water filtered and clean, and the constant circulation helps to prevent bacteria growth. This plastic pet fountain is top-rack dishwasher safe, and we've designed it with no hard-to-reach places to make cleaning simple – all you'll need to do is handwash the pump separately. Your pet deserves the best. Trust PetSafe® to keep your pet healthy, safe and happy.

Drinkwell® Butterfly Pet Fountain

RRP\$70.99

Purchase: [Drinkwell® Butterfly Pet Fountain | PetSafe® Australia](#)



Description

A fountain just as unique and charming as its name. The Butterfly Pet Fountain makes sure your cat always has access to fresh, flowing water.

The cute, butterfly topper isn't just for looks! It creates 4 free-falling water streams for your cat to drink from, or you can remove the butterfly topper for a quiet, bubbling water flow. Both help your pet stay hydrated by encouraging them to drink more since they are naturally attracted to moving water (which is awesome) because your pet needs 70 ml of water per 1

kg they weigh every day. This fountain has a shorter base, which gives kittens easier access to the fountain. The fountain also has a raised tray, so even if the power goes out, your cat will still have access to water. The wide tray is whisker-friendly, which keeps your cat's sensitive whiskers from touching the sides while drinking.

To keep water fresh, we use dual-filtration technology to remove pet hair, debris, bad tastes and odours. A charcoal filter, foam filter and fountain pump work together to keep water filtered and clean. The constant water circulation also helps to prevent the growth of bacteria.

This plastic pet fountain is top-rack dishwasher safe, and we've designed it with no hard-to-reach places to make cleaning simple – all you'll need to do is handwash the pump separately. Your pet deserves the best. Trust PetSafe® to keep your pet healthy, safe and happy.