

PRESS RELEASE

5 QUICK TIPS TO HELP YOUR PET THRIVE IN THE SUMMER HEAT



January is Annual PetSafe® Hydration Awareness Month

AUSTRALIA: Heat exhaustion and dehydration can be challenging through the Australian summer for our pets. This summer could potentially be one of the hottest on record for Australia and being hydration savvy is now more vital to the health and wellbeing of your pet than ever.

January is PetSafe® **Pet Hydration Awareness Month**. A campaign designed to encourage all pet owners to consider their pets living conditions during these hot Aussie summers.

Did you know cats regulate their body temperature by sweating through their paws? Or that dogs regulate it by panting? Though both these signs can be normal, it is also important to be aware of them when they start. It is the first sign your pet is hot.

If your pet is feeling the summer heat, here are five simple things you can do to help cool them down:

1. Lots of fresh water

Our pets need more water than we do. Dogs {for example} are made up of 80% water, whereas humans are only 60%. Therefore, in the heat of summer, your dog requires more water, more often.

A general rule of thumb is that a dog needs 70mls of water per kilogram of body weight, so a 4.5kg dog needs 2 bowls a day, and a 35kg dog needs 10!

The easiest way to encourage your pet to constantly rehydrate is with a [pet drinking fountain](#). These provide fresh, filtered water to your pet, and the multiple streams of free-falling water entice your pet to drink more.

2. Provide Shade or Air-Conditioning

Bring your pet inside, and give them access to a cool room, or even better, sit them under a fan or air conditioning. This will help to cool them fast. However, if you are not home for most of the day; and your pet will be in the backyard ensure that they have access to an adequate area with a cooling shade all day.

3. Pool Playtime!

If you have the room, set up a small child's pool* with only a few centimeters of water and let your dog splash and play to cool off. Alternatively (and especially for your cat) wipe them gently with a damp towel to cool them down on extra hot days.

**never leave your pet unattended in a pool or any body of water. Always supervise*

4. Freeze Treats



protect. teach. love.

Dogs love a frozen treat in the summer; it cools them down and offers them enrichment. Fill and freeze these handy treat holders, like the [Frosty Cone](#), with water and dog-safe foods like meat broth, some fruits and veggies.

5. No Daytime Walking

All pets need some exercise; however, if you take them out for walks in the summer, change your routine to dawn or dusk walks.

This makes it cooler for you and your pet and is less harsh on their paws. They can feel the heat of the sand or bitumen just like you!

-ENDS-

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)

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About PetSafe® Brand

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