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Canadians Need to Step Up Their Schooling on Pet Hydration

*Survey Commissioned by PetSafe® Finds Nearly Half of Pet Owners
Do Not Recognize When Dehydration Looms*

TORONTO, ON – June 29, 2015 – PetSafe® is kicking off **Hydration Month** with a call to action for all Canadians to ensure their furry family members' water bowls are always full. A recent study conducted by the company revealed that almost 66 per cent of Canadians are unaware that lethargy, or unusual lack of energy and enthusiasm, indicates dehydration. As the mercury rises and humidex warnings become more frequent, providing an adequate water supply to furry family members is critical.

“Some signs of dehydration can be mistaken for general tiredness or irritability in pets, but it’s important to educate ourselves on how to spot it, as dehydration can result in more serious health issues,” said Angela Critchley, PetSafe® International Marketing Director. “While one of the most common signs is lethargy, there are also several others; all which are crucial for pet owners to be aware of.”

The following percentages of respondents were aware of these common signs of dehydration:

- Sunken eyes – 32 per cent
- Decreased skin elasticity – 29 per cent
- Loss of appetite – 27 per cent
- Depression – 17 per cent

Alarmingly, 8 per cent of those polled did not recognize *any* of the signs of dehydration in pets.

Whether very active or fairly calm, pets need plenty of water to stay hydrated. Cats require 300ml daily and dogs 600ml – 2,500ml depending on their size, as pet water requirements are approximately 70ml per kilogram. When asked what to bring when travelling with a pet for longer periods of time:

- Only 66.5 per cent of cat owners and 72.9 per cent of dog owners listed water
- Interestingly, 52.5 per cent of cat owners and 58.3 per cent of dog owners remember toys
- 13 per cent noted neither food nor water would be brought

PetSafe® offers a number of products to help Canadians keep their pets from feeling parched. Indoor and outdoor water fountains serve as the perfect method to continually provide fresh water during summer months. For example, the [Drinkwell® 360 Stainless Steel Fountain](#) provides 128 oz (3.8 L) of fresh, charcoal filtered water and continually aerates the water with healthful oxygen. With multiple free-falling streams of water, pets are enticed to drink more, while the stainless steel design provides the most hygienic dish option, as recommended by veterinarians.

The survey polled 502 Canadian dog or cat owners between April 29-May 1, 2015 and was executed by censuswide.



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About PetSafe®

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

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