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DOES YOUR PET HAVE A DRINKING PROBLEM?

As the weather hots up, Brits show a surprising lack of awareness when it comes to their pet's hydration and are happy to let them drink puddle water, milk and even the nation's favourite brew – tea.

A survey¹ carried out by pet product expert, PetSafe®, to raise awareness about the importance of pet hydration, has found that nearly half (45%) of UK pet owners are unclear about how much water to give their pets to drink.

Most worryingly, the survey revealed that three quarters of pet owners (70%) wouldn't know how to tell if their pet was dehydrated. Further research indicated that over half (50%) of dog owners believe that panting is a sign of dehydration - a common misconception – panting is a sign that a dog is too hot or anxious.

In fact, puddle water topped the list of common things dogs like to drink other than water. 42% of dog owners said their dogs regularly sip puddle water, which most owners don't realise can be potentially dangerous and can cause a stomach upset for their furry friend.

Tea was also popular with some pets – 23% of dogs regularly enjoyed a cuppa the survey found, with cats steering clear (only 15%). A quarter of cats were also drank milk (25%), with the mistaken belief that it's 'good for them' when it can actually lead to obesity, or can cause problems such as severe cramps and diarrhoea.

Interestingly, over 40% of pet owners don't take water for their pets on long walks or car journeys; poo bags were the number one essential the survey found.

¹ Survey was carried out by Censuswide in May 2015, 500 UK cat and dog owners were surveyed



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David Chamberlain, veterinary consultant for PetSafe®, comments: “The results clearly show that pet owners need to become more savvy when it comes to hydrating their pets and the types of liquids they allow their pets to drink.

“Even losing just 10% of the body’s water can have serious consequences for a dog or cat and hotter weather, exercise and periods of illness can all contribute to water loss. It is vital to ensure that pets have access to clean, fresh water at all times, and make sure that they are drinking enough to keep them happy and healthy.”

He adds: “Simple measures such as taking water on long car journeys and ensuring the pets have access to water after activity can make a big difference. Lots of public places have fresh water available for pets in bowls – often it’s a case of just steering the pet in the right direction. It isn’t advisable to let pets drink puddle water, or even tea, and if they get enough water they shouldn’t need to go looking for drinks such as these.”

ENDS

Notes to editor:

- 80% of a pet’s body is made of water, while humans are only made up of 60% water. As a general rule dogs require 80ml of water per kilogram per day and cats require 60ml, however, the amount should be doubled in warmer climates.
- Symptoms of dehydration include lethargy, sunken eyes, and loss of appetite and depression. Another tell tale symptom is when pets’ gums lose moistness and become dry and sticky.

Average recommended water intake for a cat and dog per day:

Weight	Breed/Species	Water (ml)	200ml Glasses (Approx.)
4.5kg	Cat/Yorkie	315	1 ½
8kg	Westie	560	3
24kg	Springer	1680	8
35kg	Labrador	2450	12



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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.