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March 2013

**THE IMPORTANCE OF PET HYDRATION:
PETSAFE® INNOVATIVE DRINKWELL PET FOUNTAINS
PATS - STAND G1**

Pets' health and wellbeing can be further improved thanks to innovative **Drinkwell® Pet Fountains** by global pet product expert, **PetSafe®**.

Developed for thoughtful pet owners, the **Drinkwell Pet Fountains** uses patented technology to create free-flowing streams of water, which entice pets to drink more by drawing oxygen into the water constantly breaking the surface tension and keeping the water fresh tasting.

PetSafe is continuously developing new products to enhance pets' quality of life and the **Drinkwell Pet Fountains** offer a highly effective solution to keep pets well hydrated to help prevent illnesses such as urinary tract infections and kidney disease. Research by vets and animal carers has shown that pets usually prefer to drink running water rather than water provided in a normal bowl.

"Water is an essential commodity for survival," says PetSafe veterinary consultant, David Chamberlain. "And research shows that one of the best ways to improve your pet's health and wellbeing is to get them to drink more water.

"Most pet owners provide their cats and dogs with tap water in a bowl near their food. However, this can put pets off drinking as the tap water may have a chemical smell or it may have been there for sometime, becoming warm and stale."

Drinkwell Pet Fountains have charcoal filters to remove any unpleasant tastes and odours from the water, giving pets the best possible, and most appealing way to stay hydrated. The patented **Drinkwell Pet Fountains** encourage pets to drinks more. They provide a free-flowing stream of water that continually aerates the pet's water with healthful oxygen. In addition, charcoal filters remove any unpleasant tastes and odours from the water, giving your pet the best possible, and most appealing way to stay hydrated.



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Every pet needs to eat and drink and PetSafe offers innovative alternatives that help to enhance pets' experiences. There's a wide range of fountains available catering for different sized dogs and cats with various water capacities: **Big Dog Pet Fountain** (8 litre water capacity), **Platinum** (5 litre water capacity), **Original** (1.5 litre water capacity) and **Mini** (1.2 litre water capacity).

The flow of water can be adjusted to suit the pet's particular preference in all the fountains. They also come with a two-year guarantee and accessories are available including a cleaning kit and packs of replacement filter cartridges.

Pet Fountains should always be positioned away from food and ideally there should be one fountain for each pet in the household.

PetSafe is a global pet product expert and a leading innovator in pet behaviour and lifestyle product solutions and services.

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About PetSafe®

PetSafe® is a global pet product expert in Containment Systems, Training Systems and Bark Control with its headquarters in Knoxville, Tennessee. Today the PetSafe brand also encompasses a comprehensive line of Pet Doors including an advanced Microchip Identification cat flap. In addition, a range of specialist products focusing on pet wellbeing fall under the Health & Wellness category which includes the popular Drinkwell® Pet Fountains. The Play & Challenge category further diversifies the PetSafe product portfolio by offering a unique range of treat-dispensing Busy Buddy® toys.



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Other products include the Easy Walk™ Harnesses and Headcollars. The latest acquisitions by PetSafe see Lucky Litter LLC products; ScoopFree® innovative litter boxes and award-winning FroliCat™ toys brought to the market, and Pet Loo by Pup-Pee Solutions©.

For more information visit: www.petsafe.net