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Does Your Pet Have a Drinking Problem?

PetSafe Raises Awareness of Proper Pet Hydration throughout July

KNOXVILLE, Tenn. (July 7, 2014) – In honor of Pet Hydration Month this July, [PetSafe® Brand](#), a leading innovator in pet behavior and lifestyle solutions, is helping educate pet parents about the importance of providing pets with access to clean, fresh water.

“In July, things heat up for everyone,” Randy Boyd, president and CEO of Radio Systems Corporation, makers of the PetSafe brand, said. “As temperatures continue to rise, making sure your pets are hydrated is even more important.”

Essential to a pet’s overall health and well-being, water supports vital organ functions and is responsible for important bodily functions including digestion and waste removal. Unlike human bodies, which are made up of 55-60 percent water, a pet’s body is made up of 80 percent water, and can result in serious health issues if a pet becomes dehydrated.

“Most pet parents are unaware of how much water their pet needs on a daily basis,” Boyd said. “On average, dogs need one ounce of water per pound of body weight.”

Symptoms of dehydration in pets include sunken eyes, lethargy, loss of appetite, dry mouth or depression. If pet owners believe their pet may be dehydrated, PetSafe encourages them to take the following steps:

1. Perform a skin test
2. Take your pet to the veterinarian immediately
3. Provide fresh, clean water daily
4. Monitor your pet’s water intake, especially in the hot summer months

One way to ensure pets are receiving enough clean, fresh water every day is through the use of a pet fountain. Giving pets filtered, oxygenated water entices them to drink more and get proper hydration essential to their health.

As the only pet fountains developed by a veterinarian, PetSafe’s [Drinkwell®](#) pet fountains were invented in 1994 by Dr. Mary Burns, after noticing that her cat, Buckwheat, would only drink from a running faucet and would wait all day for Dr. Burns to turn the faucet on for her.

“Just as in nature, moving water is much fresher than stagnant water,” Boyd explains. “Movement constantly breaks the water’s surface tension and draws healthful oxygen from the air into the water. Our pet fountains constantly circulate and filter the water, so it stays cleaner and tastes fresher to give cats—and dogs—the water they seek.”

For more information about proper pet hydration, visit www.petsafe.net/water.

About PetSafe brand®

Headquartered in Knoxville, Tenn., PetSafe® brand is an industry brand leader in the development of innovative pet behavioral, containment and lifestyle product solutions and services. For more information, please visit www.petsafe.net or connect with us on [Facebook](#) and [Twitter](#).

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