

HOW TO TALK

Hydration

WITH YOUR CUSTOMERS.



While the human body is made up of around 60% water, your pet's bodies are almost 80% water! Proper hydration is important and relying on your pet to drink enough water is not always enough to support their wellness..

- A healthy dog should drink, on average, 1 ounce of water per pound of body weight each day. A typical cat may require anywhere from 5 to 10 ounces of water daily.
- Proper hydration balances the body's pH, moves nutrients into cells, facilitates muscle function, and regulates nerve function.
- Dogs get hot much faster than humans but may not show any signs of dehydration or overheating until too late. During the hot summer months, it's important for pet owners not only to pre-hydrate their dogs before outside activities, but make sure to offer water during and after any heat exposure.
- Kibble contains almost no moisture content so pets eating a kibble only diet will require more water/hydration. Below are some great suggestions to offer your customers who are feeding an exclusively kibble diet:
 - **Raw Food:** Raw food contains moisture right there in the cells of the meat and produce. This moisture is the MOST easily absorbed by pets, so adding some raw nuggets as a meal topper is a great solution.
 - **Raw Bones:** Ever notice how much water pets drink after consuming a dry chew? Raw bones contain moisture within the cells of the meat so they provide a long-lasting hydrating chew.
 - **Bone Broth:** In addition to the digestive and mobility benefits bone broth provides, bone broth is an easy and delicious way to add moisture to a bowl of kibble!
 - **Goat Milk:** One of the most complete foods on earth, Goat Milk is a popular way to re-hydrate that pets will love to eat.
 - **Freeze Dried Food:** Freeze drying removes the intracellular moisture available from only raw foods, but the water used in re-hydrating it goes into the pet's body and adds support. It's also a great option for picky eaters.
 - **Water:** Remind customers to always have fresh water available for their pets. To encourage more water consumption, suggest adding water to any food they're eating now. Also, **giving customers suggestions that they can do for free not only validates your knowledge, it shows you care, and builds trust that you're not just there to sell them more products.**

Remember, dogs will not always stop running/playing if too hot. They will follow their human's lead, even to the point of heat exhaustion. So, pay attention when you're outside and keep your pet healthy and hydrated this summer!