



CONTACT: KELLY WISECARVER
PHONE: 847-424-1200
CELL: 773-218-7285
EMAIL: kelly@wkprchicago.com

TIPS TO HELP PET OWNERS KEEP FIDO AND FLUFFY FIT

25% of pets are estimated to be overweight

1. Work with a vet to determine optimum weight.

Every pet is different, so work closely with a trusted veterinarian to determine a pet's optimal weight. Rapid, unexplained weight gain may be a warning sign indicating a number of health issues, ranging from excess fluid retention due to kidney problems, to a hormone imbalance caused by any number of medical conditions. Obesity contributes to diabetes, heart disease, respiratory disorders, osteoarthritis and more.

2. Feed treats responsibly.

According to the American Pet Products Association, 88 percent of dog owners and 65 percent of cat owners give treats to their pets. Many treats are filled with fat and empty calories. In pets, much like humans, extra calories contribute to excess weight and obesity that affects overall health. The calories in treats add up quickly, with many ranging between 50 and 100 calories each. While owners are showing their love and affection with treats, these nibbles are largely expendable calories.

3. Substitute fruits and vegetables.

These high-fiber substitute treats are also packed with nutrients good for cats and dogs, but remember to cut in portion sizes that are suitable for a pet's size. Refer to vets' guidelines regarding the specific garden favorites that can be served to dogs and cats. Grapes and raisins, for instance, are not recommended and can be harmful. Healthy treat options that feature the goodness of real apple fiber, strawberries or carrots include PetAg's DogSlim Fruit and Veggie Bites—oven baked, all natural and high in dietary fiber.

4. Move!

Exercise is key when trying to help a pet lose or maintain its weight. Move food dishes for cats to higher levels so they'll have to jump to reach them. Take dogs on an extra walk each day. Keep in mind, however, health-related issues that might affect a pet's ability to exercise (e.g., a cat with joint problems might need steps to climb up to dishes and a dog with the same challenge might only go for an amble on warmer days outside). High in protein and low in fat, all-natural Rawhide Brand® Safety-Knot™ chews can provide hours of calorie-burning chewing activity and enjoyment for dogs.

5. Stop sharing table scraps.

Dogs and cats have different nutritional and digestive needs, so while they may enjoy lapping up leftovers, those same treats contribute extra calories to their diets and can add to their expanding waistlines. Studies show that a pet living on a lean diet can live up to two years longer than a pet that is constantly overfed. For more information, visit www.petag.com.

About PetAg, Inc.

For over 60 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition and health conscious products. Headquartered in Hampshire, Illinois, this woman-owned company has brought pets and their owners some of the most recognizable brand names in the industry. PetAg products cover a wide range of animals through every stage of the life cycle. From newborn care including the scientifically balanced neonatal milk replacers, Esbilac® and KMR®, to senior pet care supplements including CatSure® and DogSure® which lead the category. PetAg's health and fitness categories include Rawhide Brand® and Chunky Chews® for dogs, DogSlim™ weight management program of supplements and nutritional treats and Hawaiian Delights® edible treats and toys for birds. Each of the product categories has the same focus: to enrich and prolong the lives of pets worldwide.