

Eukanuba™

DOGS DON'T KNOW HEAT CAN HURT

Your dog's drive can override his ability to recognize he's heating up. Push it too far, and he's at risk of developing a dangerously high core body temperature. As his owner, it's your responsibility to know when your dog might overheat and take preventative action.



EXERCISE-INDUCED HEAT-RELATED ILLNESS

WHEN A DOG'S ACTIVITY
CAUSES HIS BODY TO
GENERATE MORE HEAT
THAN HE CAN DISSIPATE

74%*

OF HRI INCIDENTS
WERE **EXERCISE-
INDUCED**

106°+

A BODY TEMPERATURE
GREATER THAN 106°F MAY
CAUSE **BRAIN DAMAGE**

NATURAL COOLING METHODS THAT LOSE EFFECTIVENESS DURING OVERHEATING:



SWEATING THROUGH
PAW PADS AND NOSE



PANTING TO
DISSIPATE HEAT

**HRI CAN AFFECT
EVEN THE MOST
WELL CONDITIONED DOG**

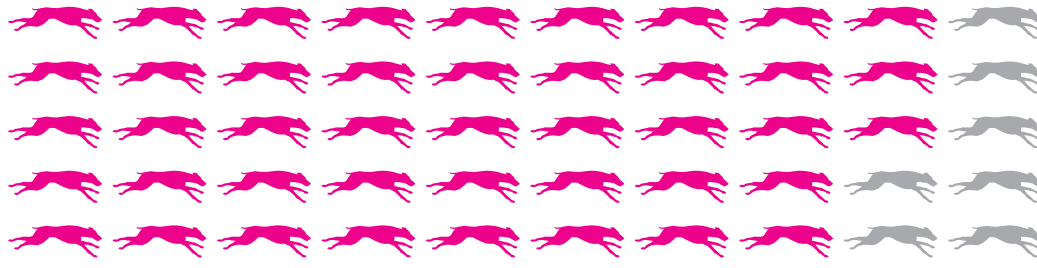


AT JUST **35%**** RELATIVE HUMIDITY,

PANTING BECOMES
PROGRESSIVELY LESS
EFFECTIVE AT COOLING

86%***

OF DOGS THAT
SEE A VET FOR
HRI SIGNS GET
LIFE-SAVING CARE



KEYS TO KEEPING COOL

HYDRATE

INCREASE WATER INTAKE
3-5 DAYS BEFORE
OUTDOOR ACTIVITY

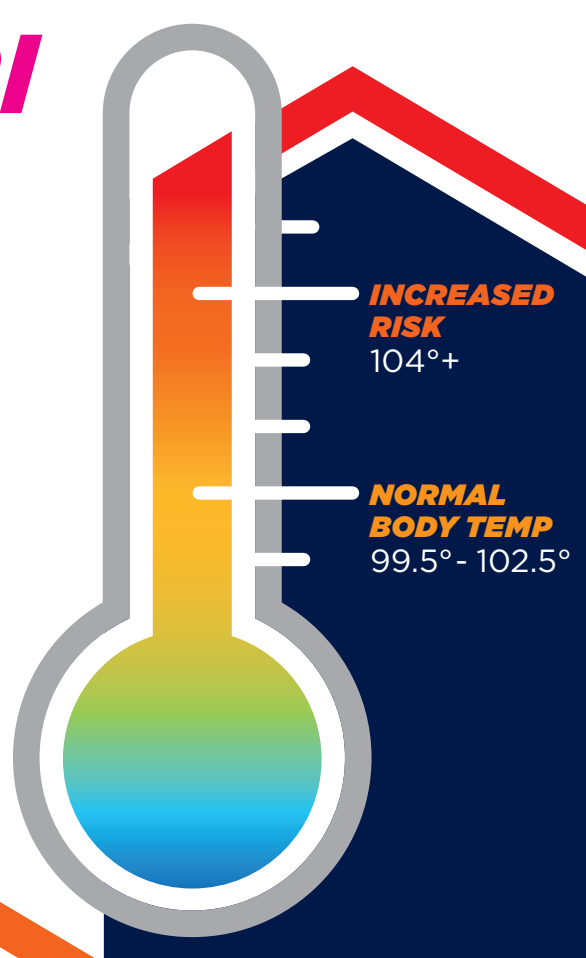
CONDITION

GET ACTIVE BEFORE
SUDDEN HEAT
EXPOSURE

ACCLIMATE

START SLOW AND BREAK
TO COOL DOWN
FREQUENTLY

KNOW THE SIGNS OF **HRI**



HEAT STRESS

- Increased thirst
- Excessive panting
- Widened or flat tongue
- Cheeks pulled back, revealing molars
- Pasty saliva
- Slower, unfocused, or apprehensive



HEAT EXHAUSTION

- Weakness or stumbling
- Sunken, dry eyes
- Dry mouth, gums or nose
- Vomit or diarrhea
- Muscle tremors
- Uncontrollable panting



HEAT STROKE

- Unresponsive or confused
- Dark urine or lack of urine
- Seizures
- Collapse
- Coma
- Lack of coordination



WHAT TO DO



TAKE A BREAK



APPLY WATER
TO PAWS & BELLY



RINSE MOUTH



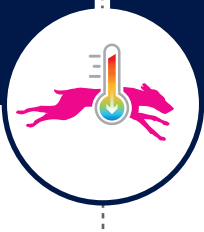
CHECK HIS
TEMPERATURE



RUB ALCOHOL
ON EARS,
ARMPITS & GROIN



CONSULT VET



WHAT TO DO



DO EVERYTHING FROM
STAGE ONE PLUS



LIE DOG ON
SIDE WITH A
WET TOWEL



TURN ON
A FAN



GET TO THE
VET ASAP

**WARNING: DO NOT PUT YOUR DOG IN COLD
WATER OR HOLD ICE TO HIS SKIN.**

INCREASED RISK FACTORS



OVERWEIGHT



THICKER
COAT



ADDITIONAL HEALTH
CONDITIONS



SENIOR



INACTIVE
LIFESTYLE



SHORT,
FLAT FACE

HRI CAN RESULT IN
Tissue damage, organ failure, brain damage or death.

HEAT CAN HURT

Learn more at [Eukanuba.com/HRI](https://eukanuba.com/HRI)

*UK Study: <https://www.mdpi.com/2076-2615/10/8/1324>
**<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5800390/>
***UK Study: <https://www.nature.com/articles/s41598-020-66015-8>