

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

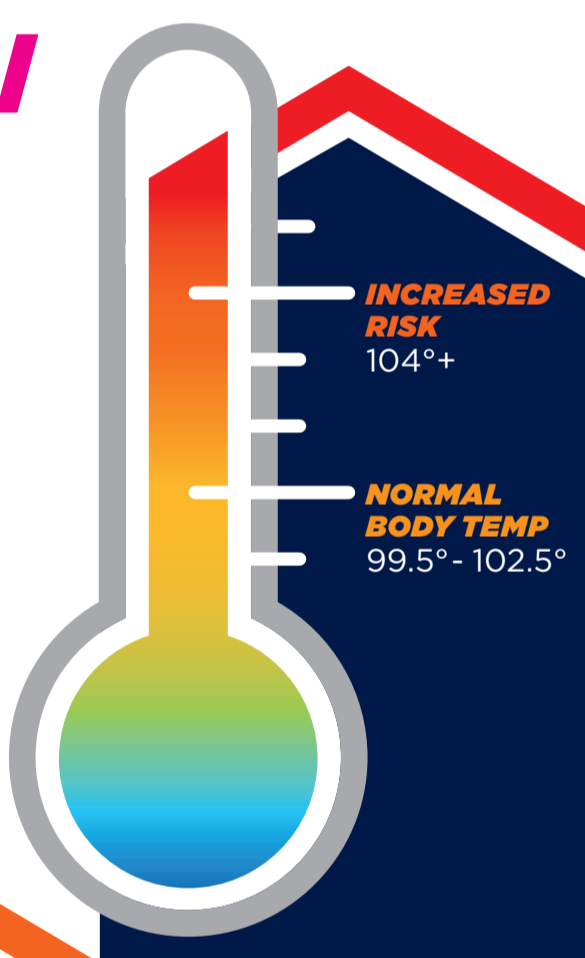
### CONDITION

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](http://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>