

HUMBOLDT PET SUPPLY PRESENTS

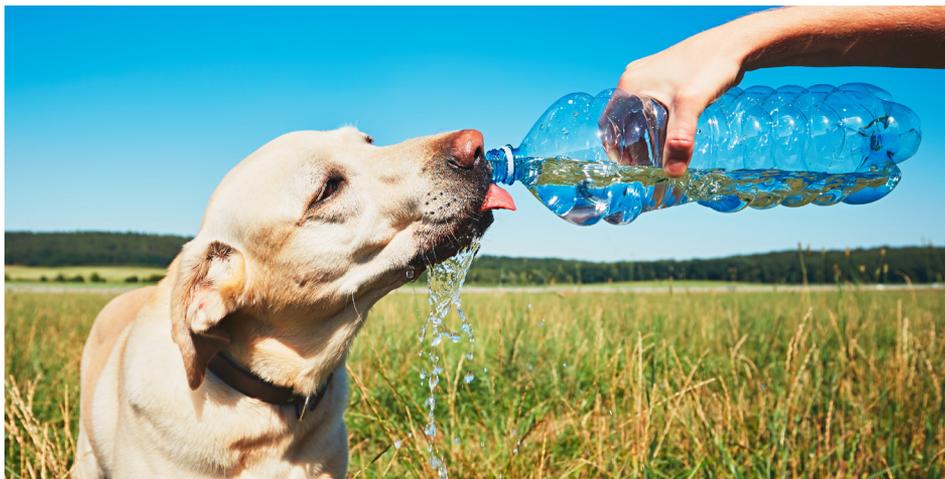
THE PAW PRINT



JUNE 2017



SUMMER SAFETY (PART 1)



HUMBOLDT IN THE HEAT

Summer is nigh, and that means plenty of time spent outdoors, especially here in Humboldt. But as the summer sun sheds its light on our green county, it is important to keep a keen eye out for our furry friends' safety. This summer, The Paw Print will be presenting a three-part series to help you make the most out of summer while keeping the fun happy and healthy. This month we're focusing on the heat, and ways to make sure your pet stays cool in the sun.

WHY YOU SHOULD NEVER LEAVE YOUR PET IN A HOT CAR

As temperatures rise this summer, it is imperative to remember the number one rule of pet safety: NEVER leave your pet inside a hot car. A quick trip inside the grocery store or post office may seem innocuous enough, but temperatures inside a car will skyrocket to dangerous levels within minutes of walking away from your oven-on-wheels. And that's not hyperbole, car interiors can really get hot enough to cook an egg or even bake a batch of cookies—even with the windows down. It only takes minutes for your comfy air-conditioned car to turn into a death trap.

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HUMBOLDT PET SUPPLY

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(continued)

So, how does this happen? Well, consider the environment inside of your vehicle to be going through the same process at play in global climate change, except on a smaller scale. That's right, the greenhouse effect is what causes the exponential rise in temperature. As the sun's rays enter the car through the windows, the energy is absorbed by the various solid objects in the car, such as seats, steering wheel, and dashboard. These heated objects in turn heat the air molecules in the car, which are unable to effectively escape the car's interior.



These conditions are dangerous enough for humans, but due to the way a dog releases heat, it becomes even more so. In heated times, sweat works to cool down humans by using their body's heat to convert from liquid to gas form, and then taking that heat as it evaporates, effectively leaving the body with less heat and thus cooling the body. As you may well know, dogs largely lack the sweat glands that allow humans to cool off directly from the skin via evaporation, so instead, they use panting as way to get moisture and heat from their lungs onto their tongue which then evaporates, leaving them that much cooler. Of course in a hot box, all that evaporated water vapor increases the humidity in the vehicle, making it take longer for moisture to leave the body.

All these factors make a hot car a severely unsafe environment for your beloved pet. It doesn't take long before a dog can succumb to heatstroke and organ failure. If you do plan on taking car trips with your pet, make sure to provide them plenty of water, shade, and never leave them locked in the car!

3 THINGS TO WATCH OUT FOR IN THE HEAT

Hot Paws - The temperature of the ground may not be something us footwear-clad humans think about when we step out for a day in the sun, but our pets certainly feel the heat of a summer's asphalt. Be aware that pets can suffer burns on their paws, so make sure to test any ground they will be walking on by touching for several seconds. Cats and dogs also regulate heat through the bottom of their paws, so hot feet can result in overheating. If you know you will be traversing hot lands, try some protective footwear for your pet.

Sunburn - Unfortunately, that shiny coat of fur on your pet does not provide enough protection from overexposure to the sun's rays. Dogs with shorter or light-colored coats are the most susceptible to burns on the body, while all dogs are vulnerable in more sensitive skin areas such as nose, underbelly, and genitals. Luckily, you can avoid getting sunburned by sticking to shady areas and using vet-approved sunscreen.

Dehydration - Fluid intake is paramount once the heat is on. Your dog's water levels fluctuate throughout the day, but during the summer, it becomes extra important to make sure they have access to a drinking source. If your dog is panting, it is losing internal moisture to evaporation in exchange for keeping cool. Watch out for signs of dehydration such as excessive panting, loss of skin elasticity, lethargy, dry nose, and sunken eyes. If you'll be traveling or just out and about, try taking a portable water bowl, so that your dog is never without something to drink.

Introducing Carna4!

Another great quality food coming from Canada, Carna4 was created as an alternative for people who didn't quite have the time to feed their furry companions a raw based diet all the time. Carna4 is a highly-digestible tasty kibble, consisting of human grade ingredients, zero synthetics, and loaded with the always important probiotics and digestive enzymes.

SYNTHETIC-FREE
CARNA4
HAND CRAFTED PET FOOD



Carna4 is completely different from all other animal foods on the market because it does not utilize any synthetic vitamins or minerals. Most people know nutrients are more effective when they come from whole foods, so to make sure dogs and cats are getting the best nutrients they can from food, Carna4 uses sprouted seeds in lieu of the more common synthetic vitamin and mineral packs. Before sprouting, seeds and legumes have a protective coat designed to keep all of the plant's nutrients intact. That protective coat of ungerminated, or unsprouted, seeds is hard to digest, but this is often the part dogs and cats consume while eating conventional kibble. Seeds shed this protective shell when they grow to full term, and they become far easier to digest and process. The complete germination of seeds also allows for the activation of enzymes which make them easier to digest, as well as provide vitamins, minerals, and neutralize anti-nutrients. Anti-nutrients are substances that stop sufficient nutrient absorption when consumed, and can only be decreased through germination.

The use of sprouted seeds also helps boost antioxidants, which we all know are free radical fighting machines, upwards of 9,600%. That's a lot of antioxidant power! Germinated seeds are great for dogs and cats with sensitive stomachs. The activated enzymes in sprouted seeds help alleviate stress on the pancreas, which helps reduce intestinal gas and improve overall digestion. Carna4 kibble also has much lower glycemic and gluten levels than most conventional kibbles, because a large portion of seed's carbohydrate loads are used up during germination. This makes Carna4 an excellent option for dogs or cats with blood sugar levels or diabetes.

Unlike most pet foods companies, Carna4 oven bakes its food instead of using the more common method of extrusion. Extrusion is the process of using high heat and high pressure to incinerate proteins into a mass that can then be pressed through a machine and molded into any shape a company wants. The exposure to high heats effectively destroys most of the nutrients, which means after extrusion companies must add synthetic vitamins and minerals to make their kibbles nutritionally balanced. Carna4, on the other hand, bakes its food at a maximum of 195 degrees; it's a hot enough temperature to eliminate pathogens, like salmonella, but it's low enough to keep all nutrients intact. The low baking and drying temperature make sure the naturally occurring probiotics and enzymes aren't destroyed either, which means Carna4 does not need to include synthetic materials, artificial flavors, or fats.

If you're not interested in switching up your dog or cat's diet, Carna4 makes a great food topper called Flora4. Flora4 consists of organic sprouted barley flax seed, and green and red lentils. It's a great addition to raw, home-cooked, or commercial foods to boost the nutritional content, because it adds live probiotics, plant enzymes, phytonutrients and whole vitamins and minerals. It's an excellent way to help cats and dogs who might be having stomach or intestinal upset; it's great for use during and after antibiotics to aid in rebuilding good gut bacteria; and it's great for use when transitioning to a new food.

IN THE NEXT ISSUE OF THE PAW PRINT:
OUTDOOR SAFETY
THE SUMMER FUN CONTINUES!

Want to learn more?
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(Sources linked online)



(humboldtpetsupply.com/blog)

WALLY WISDOM

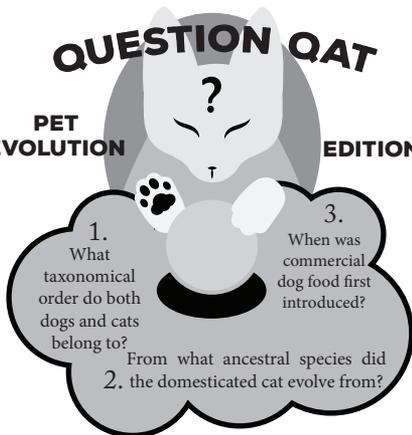
Things are getting a little crowded here at the store. We have a slew of new rangers joining the team, but that can only mean one thing: less time for me. That's fine. I'll just watch you all from up here on my princely cat tree as you learn the law of Wallyland. Firstly, to the new kittens Stormy and Smokey, you may think you're the cutest things around, with your tumbling about and little meowing, but just remember who the original Humboldt Pet Supply cutiey was: me. Regarding the new canine that seems to have taken up residence in the back office, Saria, if you see me, just keep on walking. I have enlisted Diego, Poppy, and Fizzy in helping you all get acclimated to the store, as I have a busy schedule of lounging and basking. If we can all remember who really runs things around here, we'll all get along fine.



Dictated but not read
by Wally, HPS Ranger & Shopcat
Got a question for Wally? Email us!
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QUESTION QAT

PET EVOLUTION EDITION



1. *Carnivora*, which also includes bears, raccoons, weasels, and seals.
2. *Felis silvestris*, also known as the wildcat. 3. The first dog biscuit was created in 1860 by Englishman James Spratt.

PAW PRINT POWER UP



SUMMER SALE

20% OFF ALL
RUFFWEAR
PRODUCTS*

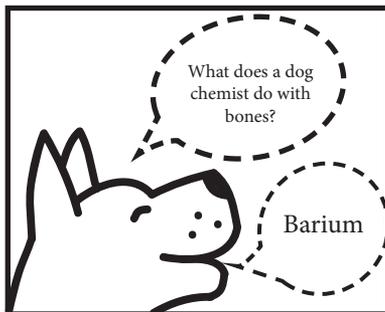
June 21st-30th

*Includes all special orders!

Get a FREE 1.5 oz
of Sprouted Seed
Food Topper when you
buy any Carna4®
product



HOWL HUMOR



HUMBOLDT PET SUPPLY YOUR COMMUNITY RESOURCE FOR A HEALTHY PET

Humboldt Pet Supply specializes in environmentally friendly & healthy pet products, as well as locally made artisan crafts. We strive to be more than just a pet supply! We hope you'll visit us soon!

**GET A FREE TREAT
WHEN YOU MENTION
THE PAW PRINT!**

Questions? Comments? Please email us!
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