



Wintertime tips and treats for pets from Jeffery's Energy

PFMA statistics for 2010-2011 show that we have 22 million pets living with us in the UK (excluding fish) and the popularity of owning a pet shows no signs of abating. 21% of us harboured thoughts of having pets from childhood and an equal number bought their pet as a companion. Interesting information! To complement these facts and statistics, Jeffery's have drawn together some wintertime pet tips:

- As pets can become cold quickly outside in the winter, provide them with coats or jumpers. They can easily lose their scent and become lost in icy or snowy weather too, so opting for an ID tag and reflective collar can provide extra peace of mind.
- Repeatedly coming out of the cold into dry heat indoors can cause itchy, flaky skin on dogs so dry them thoroughly when they return inside and consider providing extra warm blankets, pillows and heat pads for their beds.
- In cold conditions, take care to wipe paws and skin as they can easily become cracked and bleed from ice, salt and chemicals. It is also wise to be aware of any spillages from products such as antifreeze as these are potentially lethal to animals.
- Pets burn extra energy trying to keep warm in the winter and can dehydrate quickly. Extra food with additional protein and nutrients can help.
- Bathe your pets minimally when it is cold as washing can remove essential oils from their skin. If this is necessary, use a good moisturising shampoo.
- Brushing your pet regularly gets rid of dead hair and also stimulates blood circulation thus boosting overall skin condition.

It is the time of year when we can spoil our pets with toys and treats for Christmas! This can extend to pet lovers too with pet portraits, imprints and castings, books, DVD's and pet-themed cards and calendars.

For more details, advice and products, please visit www.jefferys-online.co.uk, call 0800 454 970 or visit our showroom at St John's Lane, Bovey Tracey. TQ13 9AL.