



Help Fight Pet Obesity

Empower your clients to manage their pets weight.

By Kong Company Staff,



Chances are, at least one out of every three pets you care for is overweight. And the pet obesity epidemic is growing, according to a new study from Banfield Pet Hospital.* Researchers analyzed data from 3 million pets and found that over the past decade, the prevalence of overweight dogs has increased by 158 percent and the prevalence of overweight cats has shot up by 169 percent.

You Can Make a Difference

Helping the pet owners you work with recognize that their dog or cat is overweight and teaching them how to address the issue will not only improve the lives pets, it will also help build your clients' trust in you as an expert.

Explain the Issue

Many clients don't realize the extra pudge on their pets can seriously impact their health. Let them know that keeping their dogs or cats close to an ideal weight is not a matter of aesthetics, but a critical health issue that can shorten their lifespan and impact their quality of life. Obese pets are at a greater risk for developing diabetes, arthritis, high blood pressure, kidney disease and cancer.



Often, people don't realize their pet weighs more than he or she should. Let them know they should be able to feel their dog or cat's ribs. Show them how to conduct this simple body condition test by stroking their pets' sides. Once you help them understand that extra pounds are an issue, you can tell them what they could do to get their pets on track to a healthy weight.

Play More, Weigh Less

Not only is playing a fun way for owners to grow their bond with their pets, it's a powerful tool for weight loss. Kong Classic is ideal for active fetching play sessions. Its unique shape and dynamic Kong Rubber gives it an erratic bounce (*image right*) delights dogs, keeping the game fresh with action that's different every single toss.



Let owners know playing doesn't need to be a massive time commitment. Even just 5 to 10 minutes of activity can make a difference. Adding a quick fetch session at the beginning of walks is one way to help build a healthy habit of activity into their dog's daily routine.

Feed Smarter

What pet owners feed their pets is critical to weight management, as is how they feed their pets. After they've chosen a nutritious food, you could tell them how they can be more strategic about mealtime. For example, treat-dispensing puzzle toys, such as Kong Classic and Kong Wobbler, slow pets' eating and extend mealtimes. And, replacing a food bowl with a toy provides a satisfying mental and physical challenge along with those yummy kibbles.

Kong Classic: Strategic Stuffing

Whether used for a snack or a meal, there are myriad ways to stuff Kong Classic dog toys to provide low-calorie, low-fat, high-fiber and healthy (and filling) fun for dogs and cats. Pet owners can experiment until they find ingredients their pets love most. There are many recipe ideas at www.kongcompany.com, along with instructions on the best way to fill a toy and how to introduce dogs to it so they'll get the most out of their interactions. For example, once dogs understand how to get the goodies out of it, owners can freeze stuffed Kongs to make the snack or meal last even longer.

Wobbling Toward Weight Loss

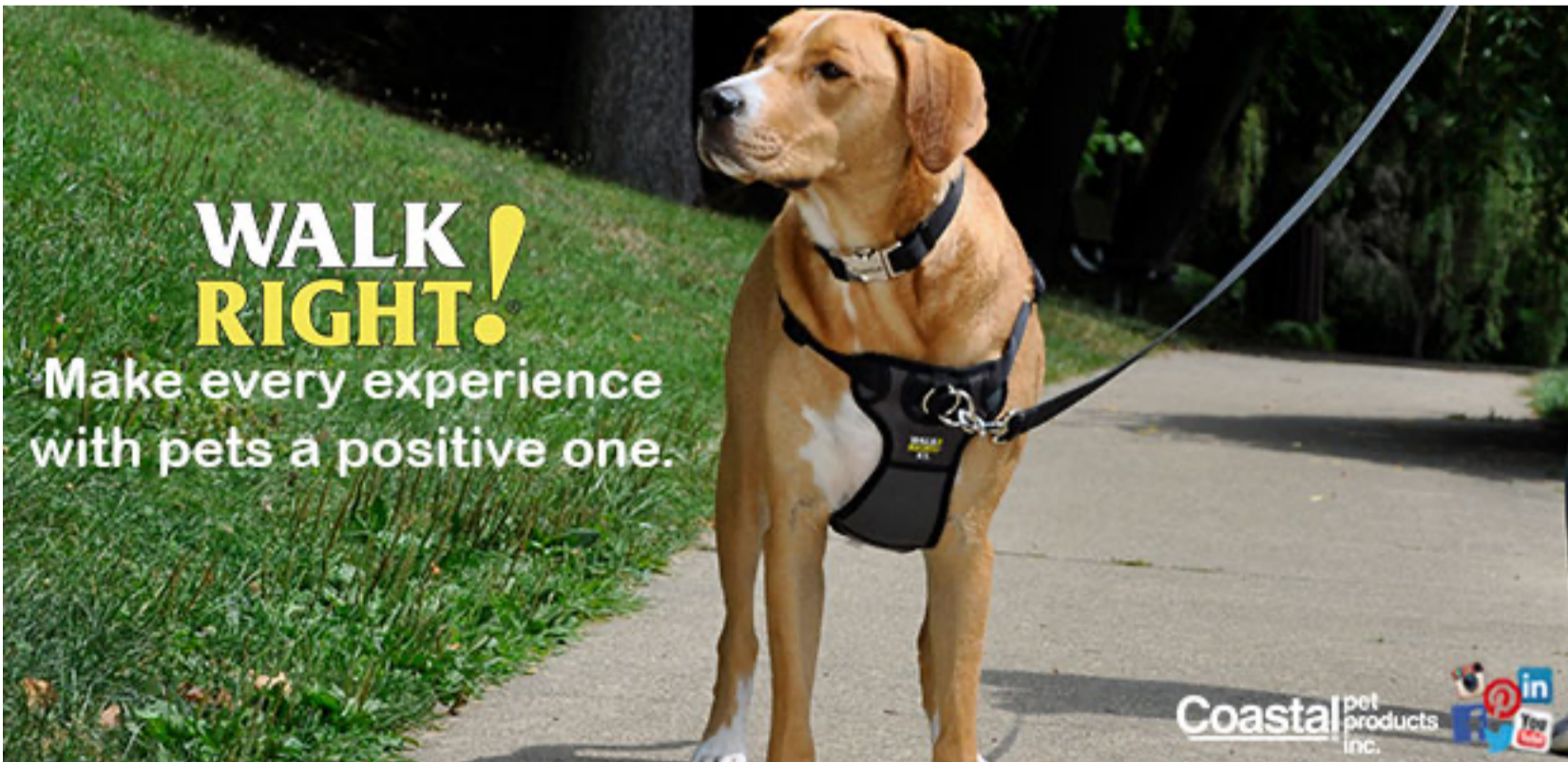
When dogs push Kong Wobbler, it spins, rolls and bobs, releasing treats as it goes. The toy's unpredictable wobbling action and random kibble dispensing keeps dogs captivated (*image right*). The large Wobbler can hold one cup of kibble and the small can hold a half of a cup, making them an easy swap for food bowls at mealtimes. Clients can demonstrate the Wobbler's action to their dogs by tapping it so pups can see (and taste) how it moves and dispenses treats.



Knowledge Grows Trust

As pet professionals, owners trust you when it comes to their dogs and cats. Teaching them about ways they can help their pets live healthier and happier lives helps solidify their relationship with you. Help fight the pet obesity epidemic by sharing your expertise on the tools and strategies clients can use to help their furry family members maintain a healthy weight

*Banfield Pet Hospital/Applied Research and Knowledge Team. (2017). Obesity in Dogs and Cats. Retrieved March 23, 2018, from <https://www.banfield.com/state-of-pet-health/obesity>



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TABLE OF CONTENTS:

[What's Waggin'](#)
[Preparing for Worst-Case Scenarios](#)
[It Is all in the Measurements](#)
[Help Fight Pet Obesity](#)
[Soothing Canine Skin Problems](#)
[Golden Opportunities: Training Dogs for Senior Citizens](#)