



Keeping Pets Safe This Winter

Walking in a winter wonderland can be hazardous for our four-legged friends. “The winter months can be a very dangerous and uncomfortable period for pets,” says Dr. Sharon Gwaltney-Brant, a veterinarian and board-certified toxicologist. With the help of Dr. Gwaltney-Brant, Morton Salt, Inc. provides a few tips for keeping your pets safe this snowy season:

- **Remember Their Tags** – Dogs may love to frolic in the snow, but they can easily lose their scent and become lost in all that white. More dogs go missing in the winter than any other season, so keep them on a leash and ensure they are always wearing an ID tag.
- **Protect Those Paws** – The salted sidewalks and streets are very hard on pets’ paws – but there is a solution. **Morton® Safe-T-Pet™**, developed with veterinarians, is a salt free and chloride free ice melter which melts below 15 degrees Fahrenheit. Its urea-based, organic formula is non-toxic and non-irritating to pet’s paws and stomachs. Some other ice melters on the market mislead consumers regarding how well the product melts and how safe the product is. For example, when testing was conducted by Michigan Technological University Keweenaw Snow Research Center, the Safe Paw™ ice melt product did not melt snow and ice at sub-zero temperatures as claimed. Other brands claim to be pet-safe but actually contain chlorides which can be harmful to pets digestive systems if ingested and which can be painful or irritating to pets’ paws. So make sure you look for a chloride free melter from a company you can trust to validate claims and put safety first.
- **Avoid Toxic Temptations** – The sweet taste of antifreeze solution is attractive to pets, but is highly toxic even in the smallest amounts. Be sure to keep all chemicals sealed on a high shelf, away from your furry friends, and clean up spills as soon as they happen.
- **Winter Weight, Be Gone** – Just like humans, animals are less active in the winter and don’t burn as many calories. Keep your pets healthy by reducing their diet to avoid winter weight gain. Speak with your veterinarian about proper diets during “hibernation” season.
- **Warm Home, Cold Floors** – It is important to remember that although your home may be warm, there may still be drafty areas. Make sure your pets have something soft to sleep on (away from drafts) to protect them from the cold floor.
- **Holiday Treats for Humans Only** – When throwing those much anticipated holiday parties, be sure to keep all chocolate, macadamia nuts, alcohol and even mistletoe and holly berries out of reach. Although seemingly harmless –these can be dangerous if ingested by pets.
- **Running Out, Be Back Soon** – Do not leave your dog in a car during the winter months. This enclosed space freezes fast, so if you are running errands be sure to leave your pet at home in the warmth of your home or keep them by your side when out and about.
- **Wipe Down To Stop Whining** – In addition to selecting a pet-friendly ice melter, be sure to towel off your pet after time outside to remove salt and other irritants from their paws and skin. At the same time, inspect the paw pads for any collection of snow or ice to ward off winter weather problems.

For more information about Morton Salt, Inc. and Morton’s ice melter products, visit www.mortonmelters.com. For press information please contact Elizabeth Tjaden at 312-397-6065 or elizabeth.tjaden@ogilvypr.com.