

Wondercide Provides Tips to Protect Cats & Dogs during Winter Freeze.

AUSTIN, Texas (Jan. 16, 2025) – Winter isn't coming, it's officially here. The New Year brought in an arctic blast of cold weather plunging temperatures as much as 25 degrees below average in the central and eastern United States, according to AccuWeather. While the National Weather Service warns that these cold fronts could be followed by a chilling polar vortex, Wondercide reminds families that it is important to protect pets during the winter.

"Pets, like other members of the family, are vulnerable to the cold. At Wondercide our mission is to protect families," says Wondercide CEO Brad Locke. "That's why we're reminding pet parents about important safety tips to help weather winter storms."

Here are some tips to protect pets during the cold:

Stay alert. Stay informed and monitor alerts for the latest weather conditions. During a storm, hazardous conditions can develop rapidly with snow, sleet, ice and high winds which could bring down trees and powerlines. The conditions can also make walkways and streets slippery and dangerous. Assess conditions before venturing outdoors or traveling. Cars can rapidly cool down in cold weather becoming like a refrigerator to a pet. Pets should never be left in cold cars or unattended in a vehicle¹.

Prepare. Pets should be part of the family preparedness plan. As we stock up with flashlights, heaters, blankets, cell phone chargers, batteries and food, don't forget about pets. There are several things that pet parents should keep on hand including: Extra pet food, water, medications, pet carrier, leash and collar, [emergency contact card](#), waste bags and/or litter, and litter box. Pet protective gear is also important. Sweaters and jackets keep pets warm and paw protectors or boots shield pets from ice, salt, and de-icing products that can harm their sensitive paw pads.

Keep flea and tick protection on hand and on pets because these insects can still thrive in sub-zero temperatures. Add to the preparedness kit: [Wondercide's Flea & Tick Collars](#) and spray, as well as [Flea & Tick Shampoo](#). For dry pet skin and to soothe itchiness or redness, [Skin Tonic](#) is a staple. For a full pet preparedness checklist from Wondercide, [download here](#).

Stay together. It goes without saying that families should never abandon pets, never leave them outside and never home alone to fend for themselves

in extreme weather conditions. Cats should be kept indoors, and dogs should be kept inside most of the time. For bathroom breaks keep pets within sight and stand outside with them until they are ready to come back in if possible. More dogs are lost during the winter than any other season⁴, so it's important to leash animals while outside or walking and make sure that pets have current ID collars.

Know the limits. Just like humans, pets can suffer from hypothermia or frostbite if their body temperature gets too low. According to [experts](#), pets—even those with long hair—should not be outside in temperatures below freezing (32° F) for more than 10-15 minutes, even pets with long, thick coats. Both dogs and cats have higher body temperatures than humans. A dog's normal body temperature is 100.5-102.5°F⁶. A normal body temperature for a cat is 99.5 to 102.5° F⁷. If either drops below 98.5° F hypothermia may be setting in. If signs of this happen, including shivering, lethargy, difficulty walking, pale gums, or confusion, [experts](#) recommend removing pets from the cold, wrapping them in a blanket and getting to a vet immediately^{6,7}.

Winterize pet care. Taking a few extra steps to protect pets during the winter can go a long way to keep these family members from harm. Here are some friendly ways to winterize a pet care routine.

- 1. Keep pets warm.** Limit outdoor time and exposure to cold. When going outdoors is necessary, layer up. Add a blanket, sweater or jacket for extra insulation. Ensure pets have a warm, draft-free place to rest indoors. When outdoors, provide pets with a well-insulated, weatherproof shelter with plenty of dry bedding.
- 2. Protect Their Paws.** Check your dog's paws frequently for signs of cold-weather injury or damage, such as cracked or bleeding paw pads. During a walk, a sudden lameness may be due to an injury or may be due to ice accumulation between his/her toes. Paws can be irritated by salt and chemicals used to clear ice and snow. To avoid this, apply balm on paws to create a protective barrier and have pets wear booties or paw pads when spending time outside. Check paws for ice buildup, cuts or debris and wipe them clean when going indoors.
- 3. Monitor Food and Water.** Adjust food intake as needed for outdoor activity. Monitor their weight and adjust accordingly. Be sure pets stay hydrated by preventing frozen water dishes and give pets plenty of fresh water.
- 4. Be Mindful of Indoor Hazards.** Winter is prime time for house fires. Be

careful of space heaters, fireplaces and candles (anything with open flames) around pets (and small children). Keep these items out of reach so pets can't knock them over or get burned. Avoid Antifreeze Poisoning. Antifreeze is toxic and appeals to pets due to its sweet taste. Store it securely and clean up spills immediately. Holiday Hazards: Keep decorations, candles, and cords out of reach.

5. Regular Grooming and Skin Care. Pet coat matting reduces insulation so brush pets on a regular basis. Keeping hair trimmed on paws and between toes reduces the chance of debris getting stuck in the paws. Also, when coming in from outside, wipe down a pet's paws, legs and underbelly to remove excess moisture, salt and de-icing or other agents on fur which can be toxic to pets. Harsh elements combined with home heating systems can cause dry skin causing painful cracking, chafing and redness. Use pet-safe moisturizers, [skin tonic](#) and [grooming](#) products for winter protection. For wound and skin care keep hypochlorous acid-based products on hand for minor skin irritations or injuries caused by winter conditions.

About Wondercide

As seen on Shark Tank, Wondercide is an Austin-based company that has protected 3 million families from bugs since 2009, and the ticker is still running! The company provides plant-powered, lab-proven solutions for those looking for alternatives to conventional pest control products and services. Wondercide's pest protection lineup is safe around the whole family when used as directed and meets the same effectiveness standards required for conventional products, harnessing the power of nature to do the job.

As a Green America Gold Certified business for high standards in social and environmental impact, the company is woman-founded and driven by love to help you Protect Your Pack® – pets, family, homes, indoors and outdoors, and everything in between.

[Products](#) are available at [Wondercide.com](#), [Amazon](#), [Chewy](#), and at select [independent](#) and national retailers in the USA, including [PetSmart](#), [Pet Supplies Plus](#), and [Petco.com](#). Affiliate available through [Amazon](#) and for Wondercide.com through [Awin](#), TikTok, and [Aspire](#).

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Pet Preparedness Checklist

- ✓ **PET FOOD** Keep several days' supply in an airtight, waterproof container.
- ✓ **WATER** Store a water bowl and several days' supply of clean water.
- ✓ **EMERGENCY CARD** With name, contact information, pet photo, emergency contacts and vet contact information.
- ✓ **LEASH & COLLAR** With current ID tag and chip number.
- ✓ **MEDICINE** Keep an extra supply in a waterproof container.
- ✓ **MEDICAL RECORDS** Keep a cop of recent records in a ziplock bag.
- ✓ **PET CARRIER** Roomy enough for your pet to be comfortable.
- ✓ **FLEA & TICK PROTECTION** Wondercide Flea & Tick Collar, Spray and Shampoo.
- ✓ **CLEANUP SUPPLIES** Pet waste bags, wipes, litter and litter box.
- ✓ **PET TOYS & BEDS** Familiar items can help reduce stress for your pet.

 **WONDERCIDE**
PROTECT YOUR PACK



Emergency Pet Card

PET NAME:

DESCRIPTION:

ID/CHIP #:

MEDICINE:

**SPECIAL
NEEDS:**

**OWNER'S
PHONE:**

**ALTERNATE
CONTACT:**

**VET NAME
& PHONE:**

**POISON
CONTROL:**

Call 911 for police & fire.

