

Lloydspharmacy launch new product to help fight diabetes in dogs



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Press Release Author: [Lloydspharmacy](#)

Industry: [Retail](#)

Press Release Summary: Lloydspharmacy has introduced a new range of products, including the Dog Pedometer, in time for Christmas

Press Release Body: **Lloydspharmacy** has released a new range of pet products with particular focus on the **Dog Pedometer** - a gadget that aims to ensure dogs get enough exercise in order to fight the growing rates of diabetes in pets. With the RSPCA estimating that as many as half of UK dogs are now overweight* and experts agreeing that one in 500 dogs will suffer from diabetes**, an obesity related illness, dog owners are being urged to consider their pet's health this Christmas.

Healthcare specialists **Lloydspharmacy** have launched a new range of [Christmas gifts for pets](#) so that owners can give their favourite 'family member' something fun, stylish and good for them.

With recent research showing that 30% of dogs in the UK are overweight*** there is a very real chance that many pets could be in serious need of some more exercise. Furthermore, it is estimated that one in 500 dogs will develop [diabetes](#) during their lifetime - a serious medical condition affecting blood sugar levels, which are best controlled in animals by exercise along with diet and blood glucose monitoring.

All the evidence points to the fact that dogs need the right amount of exercise to stay healthy, yet many owners are blissfully unaware of how much exercise their pooches are actually getting - so they have no way of knowing if they are getting enough.



For this Christmas, **Lloydspharmacy** has launched a new [Dog Pedometer](#), so that dog owners can give their beloved pet a gift that will benefit them well beyond the usual festive treats and bones, and give them the healthiest and happiest start to the New Year. With the capacity to count up to 99,999 steps and offering two different modes to fit smaller and larger animals, the Dog Pedometer will help keep track of a pet's exercising so that owners can plan and monitor its improvement over time.

A lightweight and compact device, the electronic Dog Pedometer is designed in white and black in the shape of a canine's face, so it will look charming on every four-legged friend. Sliding comfortably onto a collar, its one touch digital display provides instant feedback on the dog's activity.

Other gifts in the **Lloydspharmacy** Christmas pet gift range include a black dog collar with silver paw motifs, which is available in two sizes and made from 100% polyurethane, and a cat collar, that comes in gold and silver, with diamante studs and a bell.

Diabetes is a serious condition, which led **Lloydspharmacy** to introduce free [diabetes tests](#) through their pharmacies.

About

Lloydspharmacy:

Lloydspharmacy is the trading name of Lloyds Pharmacy Limited, a wholly owned subsidiary of Celesion AG based in Stuttgart. Lloydspharmacy has more than 1700 pharmacies across the UK and employs more than 16,000 members of staff.

Lloydspharmacy offers free type 2 diabetes screening tests and free blood pressure tests.

Notes to editor:

*According to information provided on the RSPCA website.

**S.J. Ettinger, E.C. Feldman: Textbook of Veterinary Internal Medicine, 5th Edition, Vol. 2, 2000 pg. 1438

***Results are based on over 9,000 dogs given PDSA pet health checks between March and October 2006 and March and October 2007. Figures are extrapolated.

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