

So it was perhaps only a matter of time before the craze went too far.

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This comes in the form of a viral video uploaded to Facebook of a dog dyed the colour of the popular Pokemon character, Pikachu.

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They made their dog look like Pikachu,' the accompanying caption to the Facebook post reads. The clip shows a small dog that has been dyed yellow in colour.

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The pup also has dark stripes, in the style of Pikachu, as well as little red cheeks.

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The 20-second video uploaded to Facebook shows the dog running around in a circle, before the dog is 'caught' by its owner.

Facebook???20????????????????????????????????"??"?

The canine proceeds to roll over on its back at the end of the clip.

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While the video has proven popular on social media - at last count it had been viewed 2.1 million times - it has not passed without a huge deal of controversy.

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Why would you even do that to any animal,' someone writes.

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No wonder the world is f***ed up when there are a**holes who think that's ok [sic],' another posts directly.

