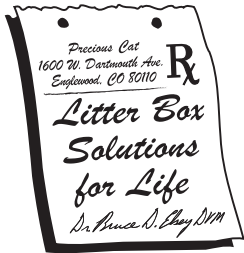


**Coupons
Inside!**



Dr. Elsey's Litter Box Solutions

Featuring Cat Attract™

How to Clean Up Cat Urine – See Page 19

Dear Cat Lover,

No matter how much you love your cat, if it is not using its litter box, you and your cat have a problem. In fact, non-use of the litter box is the number one behavioral reason cats are abused, abandoned, and put in shelters. In my 30 years as a feline-only veterinarian, I know the happiest cat families are those in which the feline residents use their litter boxes — and nothing else.

This booklet and my litter products are dedicated to maintaining a happy, healthy life for the cats in your household. If you have a new kitten or a problem cat, please read this brochure, follow the steps carefully, and use Cat Attract™. Cat Attract's granular size, scent, and texture are specifically designed with your cat in mind.

If the problem persists, take your cat to a veterinarian.

Your cat may have a medical problem.

Bruce Elsey, DVM



Cat Attract™ was developed through years of treating cats and testing litters in cat shelters and in my clinic. I found that many problem cats and young kittens prefer Cat Attract™ and Kitten Attract's™ texture and particle size and are drawn to its unique natural herb blend. You will appreciate its superior clumping ability and natural chlorophyll odor control.

In testing, premium scoopable litters have proven to be far more effective with problem cats and kittens than conventional litters. Proper use will maintain a healthier environment for your cat.

Follow my Five Steps to a Happy Cat House and use the Cat Attract™ program to coax your problem cat back to its box or to teach your kitten good litter box habits.

Don't punish your cat! Although you may regard your cat or kitten's inappropriate house soiling as spiteful, a cat with litter box problems is either following its natural instincts or has a medical problem. Harsh treatment only contributes to a cat's stress, and may worsen the problem. Reward your cat with treats immediately when it does use the litter box. Re-train your cat and guide your kitten with patience using my proven techniques.

Why Cat Attract™?



The Golden Rule

Five Steps to a Happy Cat Household

1. Replace Current Litter With Cat Attract™

Unfortunately, cats don't purchase their own litter. If they could, they would buy a litter that has an outdoor, natural scent, like your freshly turned garden.

Cat Attract™ is the answer. It has a unique herbal scent that attracts their curiosity and the right texture for their paws. Although you may not be aware of Cat Attract's scent, your cat will be.

2. Freshen Up

You don't like a dirty bathroom, and neither does your cat. Your cat's sense of smell is 1000 times better than yours, so clean the litter box thoroughly and refill it with Cat Attract™. Remove feces and urine clumps daily; if your cat does not respond to a clean litter box, you may need to replace it. Some old boxes become scratched and permeated with a scent your cat may find offensive. Replace it and set up a second litter box in a different area. Having one more litter box than you have cats is a good idea, just be sure the boxes are not next to each other.

3. Destroy the Evidence!

Once a cat has marked an area with urine or feces, a problem cat naturally regards it as an appropriate area for relieving itself.

Do all that you can to eliminate any trace of odor from the "trouble spot." Clean it thoroughly with Dr. Elsey's Urine



Removal Program. [See the “how to clean up cat urine” section of this brochure on page 19.] Avoid ammonia-based cleaners, which actually contribute to the problem because of their urine like scent. Try to keep your cat away from the trouble spot by covering the area with a plastic carpet runner placed spike side up, self-sticking shelf paper placed sticky side up, or aluminum foil. A lemon-scented air freshener will also help in both repelling the cat and neutralizing the odor.

If your cat still can't resist the area, try placing its food there; cats are unlikely to urinate or defecate where they eat. Use your cat's own fragrance to your advantage: rub a cloth between your cat's eye and ear to pick up its scent, then rub the cloth over the problem area. You can also use Feliway. This feline behavior modification spray mimics a cat's natural facial pheromone...its friendly pheromone. Sprayed in the cat's environment, it creates a comforting, reassuring feeling that reduces the impulse to urine mark or scratch. Recognizing this friendly scent on walls, curtains, or furniture, a cat is usually reluctant to mark the area again. Do this two to three times a day to be most effective. Cat Attract and Feliway make a great combination.

4. Consider a Litter Box Makeover

Hooded litter boxes are designed for owners, not cats. Try removing the hoods and rethink the location of the boxes. They should be in quiet, out-of-the-way places with convenient access for your cats, but no access for the family dog. (Some dogs will stand around a litter box and make the cat nervous.) Keep the boxes away from bright lights, loud noises, and vibrations from washing machines or furnaces. Have a box in an area that will not be bothered by toddlers or aggressive cats. If possible, try placing one box in the center of the room where your cat will not feel trapped or cornered. Set up one more box than the number of cats in your household to cut down on traffic and mess. If your house has several floors, have a box on each level. Cats typically prefer separate elimination sites for urine and feces. If your cat likes

to scratch the surface surrounding her litter box, she may find a cold cement floor unappealing. In some households, an insecure cat feels safest on the owner's bed and may eliminate there instead of going to the litter box. Finally, do not put a litter box near the cat's food dishes — this is no more appealing for a kitty than it would be for you!

5. Treat Your Cat to Some R&R

Stress is a leading cause of litter box problems. Fortunately, there is a lot you can do to ease your cat's worried mind. Territorial by nature, cats need to feel secure in their environment in order to relax. In multiple cat households, make sure each cat has a separate "zone" with its own food, water, litter box, scratching post, toys and elevated perch for relaxing on. Heated beds and carpeted cat condos make excellent retreats for stressed cats; place them with an outside view. Play with your cat for at least 15 minutes every day, make sure there are plenty of toys to stalk and chase and that toys are rotated to keep them interesting. Hide treats and pieces of food for your cat to hunt and eat. Leave the radio or TV on while you are away to reduce boredom. Cats and kittens are not small dogs, so the idea of "litter training" cats the same way you housebreak a dog doesn't work. Kittens will naturally seek a place to dig but you can help them be consistent. The first thing to do with kittens is to provide accessible litter boxes. Kittens don't have the "control" of mature cats and need to have litter boxes near by to avoid traveling too far. After feeding time, it is a good idea to place your kitten into a litter box. Kittens have a natural elimination reflex after eating. By putting them in a litter box, they associate the box with the reflex. Once you've placed your cat in the litter box it is not recommended to move their paws back and forth in the litter.

You should also create easy access for kittens by placing a step up until they are large enough to be able to get in the box easily by themselves. The right litter is also essential for kittens. Kitten Attract™ Training Litter is made of premium

scoopable litter with superior clumping ability and ground to an ideal granule size and texture for a kitten's tender paws. Kitten Attract™ litter contains a kitten specific natural herb attractant that piques a kitten's curiosity to use the litter box. The combination of herbs, texture and particle size provides a unique and effective solution for owners of kittens. Avoid using perfumed or cedar-based litters with your new kittens, as many kittens find them aversive.

Understanding The Problem Cat

A problem cat is one who chooses not to use its litter box. There are three likely causes: medical ailments, territorial marking, or behavioral issues. Knowing which category your cat fits in is only a first step toward solving the problem. Cats are creatures of habit, and will repeatedly soil the same spot.

In other words, a litter box problem that began with a urinary tract infection may continue due to habit long after the infection has been cured. Whatever the cause, it is important to treat problem cats with both behavior modification and stress reduction techniques.

Medical Concerns

Only one sixth of cats with urinary problems go outside the litter box. However, if you notice larger urine clumps in your cat's litter box this may be an early indicator of diabetes, kidney compromise or a hyperthyroid condition. Also, blood in the urine, increased frequency of urination, small, hard stools, and loose movements are signs of medical trouble that could lead to litter box problems. See your veterinarian to help evaluate your cat's health, and recommend treatment if there is a medical problem.

Getting
Kittens
Started
with
Kitten
Attract™



Territorial Marking

Spraying, or marking territory with urine, is a natural behavior for both male and female cats. It is a form of communication, and should not be confused with ordinary urination outside of the litter box. Spraying usually involves just a small amount of urine and occurs on walls, furniture, the floor, or, occasionally, the owner's clothes or bedding. A cat will sniff the area prior to marking and will leave just a small amount of urine. It will not turn around to sniff and paw at the area, as is the case in urination. It will just walk away after marking. A trail of urine on the floor means the cat was standing to spray and not squatting to urinate.

You can help diminish your cat's need to spray by creating "friendly zones" by using your cat's own pheromones or Feliway, a synthetic feline pheromone available in many stores. To use your cat's pheromones, rub a soft cloth between your cat's eye and ear. Wipe the cloth on the soiled area repeatedly over several weeks. This tells your cat this is a "friendly zone" and diminishes its need to mark the area. Follow the product's directions, spraying it on the soiled areas several times for a month. Also, use it on high-risk areas like the edge of a sofa or on walls. Place scratching posts in areas that are marked so the cat will mark with the scent off its pads and not with urine. Try to keep stray cats away from your house. Laying plastic carpet protectors upside down in front of sliding outside doors creates an uncomfortable surface for cats to contact and may help dissuade other cats from sitting close to the house and intimidating residents.

Cats may also mark their territory with feces. Signs of this type of territorial marking include defecation in a very conspicuous and unusual spot, such as on top of a table.

The **Fix Felines by Five Months Program**, sponsored by Marian's Dream, advocates spaying before first heat. This prevents hormone-driven behaviors to reduce territorial marking, roaming, aggression, howling and other heat-related

problems. For more information go to mariansdream.org.

Your veterinarian can also help you by prescribing various drugs to reduce marking. You may want your cat to have a complete physical examination to rule out any other problems.

Behavioral Problems

This category includes everything from box rejection (a cat who does not care for your choice of litter) and location preference (the cat who uses an out of the way closet instead of its box) to stress-induced soiling (often related to changes or upheaval in the household). Since all litter box problems are in some sense behavioral, these techniques make a good starting point for solving any problem. Be attentive, flexible, and above all, patient. With your help, your cat can, and will, learn to “think inside the box.”

The Real Tough Case

For the cat that consistently soils in the same spot, try placing a litter box with Cat Attract™ in the “trouble spot” for a period of 10 to 14 days. After this initial phase, move the box an inch or two each day toward the place where you would like it to be. This method takes a lot of time and patience, but it may be an answer.

Alternatively, confine your cat for at least one month to a room that has not been soiled in the past. Provide a litter box filled with Cat Attract™ along with food, water, scratching post, toys and elevated hideaway. After a month, the cat should be consistently using its litter box and you can expand its territory to include two rooms, then three, and so on. Over time, most cats respond to this



Special Concerns

treatment, and can eventually be trusted to roam the house. Some, however, require a more rigorous treatment: Confine the cat to a large cage or pet carrier that is elevated off the floor on a table or bench. Cover the entire floor of the carrier with litter. Create a small bed and a spot for water and food at one end. This will force your cat to use the litter. Over time, reduce the amount of litter in the carrier, so that the litter only covers a portion of the floor. Once the cat is consistently using only the litter-covered area in the carrier, bring it out into the room and proceed with the one-room confinement treatment outlined above.

Whichever treatment you choose, you are most likely to succeed using Dr. Elsey's Cat Attract™. Cat Attract's unique combination of scoopable litter and natural herbs will help your cat overcome resistance to other litters that may discourage use.

Senior Cats

Senior cats may need special help getting in and out of the box. Create a ramp to make it easier for them. For these cats, set up extra boxes on every level of your house. Placement of night lights and additional litter boxes close to sleeping areas will help minimize anxiety in older cats.

Precious Cat Senior litter addresses the medical and urinary tract problems that this specific group of cats experience with a solution to **help prevent kidney failure and urinary infections that can cause non-use of the litter box.**

Only one-sixth of cats with urinary tract problems do not use their litter box. It is not always obvious, especially in a household with more than one cat, if there is an increase in drinking and urination, which are signs of urinary problems. Many cats that look and act normal can and do have urinary problems. In fact, it can be difficult to diagnose if a cat has a kidney infection or just a lower urinary tract infection. Low grade kidney infections may be a major player in the cause of kidney failure but often go undetected, even with urinalysis, x-ray and ultrasound.

Recently it has been found that cats that have recurrent urinary tract infections do not have new infections but a relapse of an old infection. In other words, these cats did not overcome the infections the first time. As a result, cats with lower urinary tract infections should be on antibiotics for at least 3 weeks, and 4 - 6 weeks if a kidney infection is suspected.

Precious Cat Senior litter keeps cat's genital area clean to help prevent urinary tract infections. Senior litter is an amorphous silica gel infused with hydrolyzed herbs to draw cats to the litter box. Precious Cat Senior litter has a small particle size that cats prefer (mentioned in Cat Wrangling Made Easy by Dusty Rainbolt). **Senior litter absorbs urine and odor on contact and traps it inside the crystals, thus helping to prevent urinary tract infections. Its small particle size and dust fines also coat and dehydrate cat feces to reduce odor.** The small particle size of Precious Cat Senior litter allows you to scoop smaller pieces of feces from the box. Small particles of contaminated litter can become stuck on the cat's genital area and these particles may not be visible to the naked eye. Senior cats have more difficulty positioning themselves in the box, especially in deep litter, which is typically 3-4 inches. The fine silica gel can be kept shallow, about 1 inch, in the litter box thus preventing a cat from getting litter and feces on their genital area and soiling themselves. A hygiene clip is recommended to keep the genital area clean and free of hair and feces. It is also recommended to put a rug around the litter box to catch any litter your cat may track from the box.

Precious Cat Senior litter is made from amorphous silica gel. It is safe if inhaled or ingested and does not cause silicosis because it has no crystalline silica. Newborn kittens can breathe or ingest the litter without harm. Precious Cat Senior is cleaner and hypo-allergenic as it contains no organic material such as wheat, pine, corn and paper litters.

Urinary infections are one of the causes of kidney failure in cats. In cats with kidney failure 33 percent of them either have a urinary tract infection or will

have a urinary tract infection within the next 6-12 months. Kidney failure is the number one cause of death in senior cats. In the last decade the number of senior cats with kidney failure has increased over three times. Recent surveys of chronic kidney failure in cats have shown that cats 10 years of age and older for every 1000 cats examined, 269 had chronic kidney failure and among cats over 15 years of age of the 1000 cats examined, 491 had chronic kidney failure. Senior cats are 45 times more likely than younger cats to have urinary tract infections as a result of not being able to keep their genital area clean and having more diluted urine. Senior cats have a number of conditions that lower their natural resistance to urinary infections. Kidney failure, diabetes and hyperthyroidism all lead to more dilute urine. They have reduced saliva production, more dental disease and arthritis. These conditions prevent effective grooming and can cause an increase of bacteria leading to urinary infections. Regular teeth cleaning for your cat, at your veterinarian, prevents oral pain which leads to poor grooming habits. Senior cats should be seen by their veterinarian every six months for a complete check-up.

Long Haired Cats

Long Haired cats have special litter box needs. Litter can adhere to the long haired cat's coat. Precious Cat Long Haired litter will not adhere to a cat's long fur and it will not color the coat. Long Haired litter absorbs urine and odor on contact. Precious Cat Long Haired litter is an amorphous silica gel infused with hydrolyzed herbs and the litter has the right particle size that long haired cats prefer.

Respiratory Disease

Respiratory Disease in cats is a frustrating medical condition for cats and owners alike. If the respiratory disease is not treated it can become a chronic condition. If you suspect your cat has respiratory disease it is recommended that your cat see your veterinarian for a complete work up. Respiratory problems in

cats can occur from a number of contributing causes which may include:

Chronic viral infection

Chronic bacteria infection

Fungal disease

Allergies

Bone / cartilage damage

Tooth root abscess

Polyyps

Foreign Body

Cancer



Bacteria secondary to viral infections, with or without a chronic immune response, can lead to chronic sneezing as a result of damage to normal protective cell layer inside the nose and sinuses. The damage to the cat's normal defenses can be permanent in which they will not respond to treatment.

Controlling environmental causes for cats with respiratory disease can be extremely important. Cats and people with asthma need to avoid dusty litter, plant protein based litter (corn, pine, paper, etc.) perfumed litters, cigarette smoke, aerosol sprays, polluted environments, stressful situations and exposure to upper respiratory viruses.

Respiratory Relief Litters help control respiratory disease in cats because the litters are low in dust, hypo-allergenic with no plant protein, added perfumes or deodorants. The natural essences in the litter, along with low dust help to reduce stress which can be an important factor in controlling Feline Respiratory Disease.

Bringing an Outdoor Cat Indoors

A cat that is used to prowling outdoors may need help adjusting to life inside. Try mixing a few spoonfuls of dirt from its “favorite place” in with Cat Attract™. Your cat will be attracted to the box by the familiar scent. Here again, the use of Feliway will help create a sense of familiarity for your cat and reduce stress. Bring an outdoor cat indoors. Make outside doors less appealing by spraying them with citrus scent.

Spray your cat with a water bottle or rattle a can of pennies if he goes near outside doors.

Enriching Your Cat's Environment with A Touch of Outdoors™ Litter

Do you have a cat that wants to go outside or do you want to enrich your cat's environment? You may have observed stress behaviors like pacing, scratching furniture or rugs, intercat aggression, increased vocalization, excessive grooming or urine marking. The Touch of Outdoors™ with natural chemical free prairie grasses *grown in our fields* and herbal essences can help your cat feel less anxious, bored and depressed which translates into a happier cat environment.

Touch of Outdoors™ has natural chlorophyll for odor control and NO airborne dust. Bring the outdoor experience in with Touch of Outdoors™ litter.

Health Monitor™ Everyday Litter

Increased water consumption and urination is an early indicator of kidney compromise, diabetes and hyperthyroidism.

With Health Monitor™ Everyday Litter you can check your cat's urine in a calm home environment. Increased weight of urine balls can be a sign of kidney compromise, diabetes and hyperthyroidism. There is a chart provided on the Health

Monitor™ box for you to compare the weight of your cat's urine balls. If the weight of the urine balls is at or above the levels on the chart your cat is urinating too much regardless of diet. Weigh your cat's urine balls every three months. If the weight of the urine balls increases and your cat's diet is the same see your veterinarian. Enclosed in the Health Monitor™ box is a free digital luggage/cat scale since it is also important to monitor your cat's weight every three months. If your cat has weight loss see your veterinarian. If your cat is losing over 3% of their body weight see your veterinarian. Senior cats will normally lose 2% of their body weight yearly.

A poor diet may result in a number of health issues including compromised kidney function and diabetes. Once you determine that your cat has increased urination you can make positive changes to your cat's diet to improve its health and longevity in some cases adding years to your cat's life.

Glucose in the urine is most likely a result of diabetes, which is a very common problem in cats. You can test for glucose in your cat's urine by requesting dip sticks. Call Precious Cat at 877-311-2287 or email us at www.preciouscat.com. The urine dip sticks will help you determine if your cat is diabetic or to monitor its treatment. Place one of your cat's urine balls that is still moist (typically less than 12 hours old) in a zip top bag and break it open. Then place a dip stick in the middle of the urine ball and firmly crush the ball around the dip stick. Leave the dip stick in the urine ball for at least 5 minutes. After 5 minutes has passed pull the dip stick out of the urine ball cleaning the excess litter off using the bag. Compare the color of the dip stick to the glucose/ketone chart provided on the bottle. You can check the accuracy by setting up a positive control which would be 1/4 teaspoon honey / 16oz of water = trace (100) glucose. If the glucose color has changed you should put your cat on a diet like Dr. Elsey's Best Life™ cat food which is about 60% protein and low in starch. If the diet is corrected early, the diabetes will often reverse and not require insulin injections (see your veterinarian). If in addition to the glucose color changing, the ketone color has changed, see your veterinarian immediately. This is

an indication of more severe diabetes and your cat will most likely need insulin in addition to a dietary change.

Dr. Elsey's Best Life™ cat food is about 60% protein which is like a cat's natural carnivore diet. Proteins help control hunger and maintain healthy body weight. Cats get very little carbohydrates in the wild from eating grass and plants for fiber. Cats do not normally eat grain, rice, vegetables and fruits. Many veterinarians feel the closer we get to a cat's natural carnivore diet, the fewer health problems they have. Surprisingly Joseph P. Greene et al found the lack of an association between the cats' type of diet (dry, wet, or a combination of both) and Chronic Kidney Disease. (JAVMA, Vol 244, No. 3, February 1, 2014)

Normal levels of protein in mice and birds are about 60%. Studies have indicated that these normal levels of proteins do not cause kidney problems. In humans, consumption of protein is not associated with causing kidney damage. Dietary protein is not a contributor to either the initiation or progression of chronic renal disease in dogs and cats, although high protein feeding can make clinical signs worse in animals with advanced kidney failure. These effects occur because the increased loss of kidney function leads to an accumulation in the blood of toxins, not due to the increase damage of the kidneys. (Delmar R. Finco, DVM, et al. AJVR, Vol 59, No. 5, May 1998)

Phosphorus restriction not protein restriction is important when cats are just starting to have kidney compromise i.e. increased water consumption and urination. Diets with restricted phosphorus can add months to years to the quality of your cat's life.

Senior cats have an increase in protein requirements as they do not digest and assimilate protein as well as younger cats. Older cats also suffer from chronic muscle wasting, as a result they need increased protein.

Visit our website www.preciouscat.com for more information about Dr. Elsey's Precious Cat products.

Welcoming a New Cat

The addition of a new cat may cause feline stress and litter box problems. Make introductions slowly, confining the new cat to its own room for a couple of weeks. Use Feliway in both rooms to create a calming effect for both cats. Sniffing and swatting under the door will acquaint the cats. When they finally meet face to face, you should expect tension or conflict for a couple of weeks before they settle down.

To speed the process, try wiping each cat's fur with a separate towel daily. Then place each cat's food dish on top of the other cat's towel. They will associate each other's scent with the positive experience of being fed, and grow tolerant of each other quickly.

Make sure each cat has easy access to its own safe, elevated hideaway, and give each of them equal love and attention. Of course, remember if you have multiple cats, have one more litter box than you have cats in your household.

Moving to a New Home

Cats can be traumatized during a move to a new environment. To prevent spraying and other stress-related litter box problems, help your cat feel secure in its new home. Confine it to one room for a couple of weeks, so that it can acclimate to the new area without becoming overwhelmed. Equip the room with all of the comforts of home... a large litter box, which should be one and a half times the length of the cat, a bed, food, water, toys, scratching post and an elevated hiding spot. Be sure to spend extra time every day playing with your cat during this difficult time. You



might also “prep” the new home with Feliway adding friendly pheromones to the new environment. Feliway is excellent for calming cats in stressful situations such as moving in or transporting to a veterinarian.

Stress a factor

There are a number of disease conditions where stress is a contributing factor in susceptible cats. Feline interstitial cystitis is a painful lower urinary tract disease in cats. The symptoms can come and go. For example, your cat may have blood in its urine on days one, three and five, but not on days two, four and six. This may lead to litter box aversion. Interstitial cystitis is the diagnosis in 65% of cats with blood in their urine, making it the most common lower urinary tract disease in cats. The treatment for interstitial cystitis is reduction of stress. Surprisingly, recent studies have indicated that canned food has no benefit over dry food in treating interstitial cystitis. (JAVMA, Vol 244, No. 3, February 1,2014)

Other stress related diseases are urinary stones, obesity, tooth decay, type two diabetes, thickened heart muscle, inflammatory bowel disease, excessive self grooming and others.

If you don't think your cat is stressed consider this. Cats need twice the space that is provided in a normal size home. They live under the same roof with their natural predators, dogs, humans and other cats. In nature they communicate by marking their territory with urine, feces, facial and foot odors but we expect them to use litter boxes and scratching posts. They hunt and eat 10 to 20 meals a day, an activity that takes up much of their time and energy; we provide them with free choice dry food.

What to do: See page 6, Treat your cat to some R and R.

The key to success is to thoroughly clean the area, as soon as possible.

Carpet:

1. If the spot is still wet, blot the urine spot with an absorbent towel. Then cover the area with a towel or a pile of towels and stand on them to absorb the urine. You may have to do this several times.
2. When you have soaked up as much urine as you possibly can, use the carpet cleaner or a few drops of dish detergent mixed with water. Saturate the area with this, and just let it sit on the area for an hour or two. You should blot rather than rub to preserve the natural carpet texture.
3. Rinse the area by gently blotting. Wet a sponge with tap water and rinse the area again.
4. Soak the area with club soda for ten minutes.
5. Blot up the club soda and place fresh paper towels or a fresh towel over the area.
6. Weigh down the towels with something heavy, e.g. books furniture, etc., and leave overnight.
7. In the morning, saturate the area with Dr. Elsey's Urine Removal Program, simply follow the directions. The area will smell worse for a few days as the enzymes speed up the digestion of the urine and thus increase the odor.
8. Never use ammonia or ammonia-based products on the carpet. The smell may attract the cat to that area and can encourage cats to urinate in the area.
9. Keep the cat away from the area.
10. If the smell is bad and the cat continues to use this area despite all the cleaning, replace the pad underneath and clean the area under the carpet.

How to Clean Up Cat Urine

Linoleum:

1. Wipe up the puddle with paper towels or a mop soaked in soapy water.
2. Clean area thoroughly and rinse with warm water. Wipe the area with a sponge damped with white vinegar.
3. Let the area air-dry.

Hardwood and Cement:

1. Blot up as much liquid as you can, then use Dr. Elsey's Urine Removal Program.
2. If the smell is strong and the floor is concrete you can apply bleach two weeks after the last application of Dr. Elsey's Urine Removal Program. If the floor has a hardwood surface, sand it down and refinish your hardwood floor.

Laundry:

1. Machine-wash your laundry using a cup of white vinegar and no detergent.
2. When the laundry cycle finishes, add detergent and wash regularly.

Because You Love Your Cat...

1. Neuter your cat. Neutering minimizes a variety of behavioral problems for both male and female cats, and eliminates the risk of unwanted kittens. It is the right thing to do.
2. Take your cat to your veterinarian for regular shots and check-ups. Even a healthy adult cat should make a visit once a year. Kittens and older cats require more frequent check-ups.

3.
 - If your cat has interstitial cystitis (the most common cause of blood in the urine) you need to enrich your cat's environment.
 - If your cat has struvite crystals the urine PH should be between 6.0 – 6.5 on either canned or dry food.
 - If your cat has calcium oxalate crystals or stones he/she needs to be on canned food.
4. Protect your cat from household hazards.
 - Avoid allowing cats to play with string or yarn. Cats have tiny barbs on their tongues that make it difficult for them to spit out a piece of string. If swallowed, the string may cause intestinal problems.
 - Use caution with reclining chairs and garage doors; either of these can easily crush and kill a cat.
 - Discourage play with electrical cords.
 - Many houseplants, such as Easter lilies, are toxic to cats. To keep your cat away, spray the plant with water, and sprinkle its leaves with powdered ginger.
 - Some household products, like Tylenol, Advil, and antifreeze, are harmful to cats. A lethal dose of antifreeze can come from a cat walking through a spill and licking its paws.



A Final Note

My practice looks after over 8000 cats. Every day I hear about litter box problems and the frustration a problem cat can cause. My solution is Cat Attract™ for problem cats and Precious Cat scoopables for happy cats.

These quality products provide the perfect combination of granule size and texture to duplicate a cat's natural digging environment, while making litter box maintenance easy for you.

My goal is to produce reasonably priced products that help cats live happier, healthier lives. Cat Attract™, Kitten Attract™, Precious Cat scoopables, Precious Cat Senior and Precious Cat Long Hair, Respiratory Relief, Touch of Outdoors and Health Monitor™ litters will help achieve this goal because they work.

If it has my name on it, or I recommend it, you can be sure that it is safe and better for your cat.

*Sincerely,
Bruce Elsey, DVM*



Questions?
Ask Dr. Elsey at
www.preciouscat.com

Do you know someone with a problem cat?
Pass this booklet along to a friend!

Manufacturers Coupon

Exp. December 31, 2016



Concentrate
Makes
One
Gallon

\$1.00 OFF

Dr. Elsey's
Urine Removal Program
with Aromatherapy

Redeemable at
all Precious Cat retailers

www.preciouscat.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Precious Cat Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

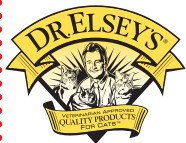
RETAILER: Precious Cat, Inc. will redeem this coupon per our Coupon Redemption Policy, available upon request. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail it to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within two weeks.

0000338-000046



Manufacturers Coupon

Exp. December 31, 2016



\$1.00 OFF

one 40lb. bag or one 20lb. box
of **Cat Attract™**
or **Kitten Attract™**



Redeemable at
all Precious Cat retailers
Includes Cat Attract™ and
Kitten Attract™

www.preciouscat.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Precious Cat Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

RETAILER: Precious Cat, Inc. will redeem this coupon per our Coupon Redemption Policy, available upon request. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail it to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within two weeks.

0000338-000040



Manufacturers Coupon

Exp. December 31, 2016



\$1.00 OFF



one 8lb. bag of
Precious Cat Senior Litter
or one 8lb. jug of
**Precious Cat Long
Haired Litter**

Redeemable at
all Precious Cat retailers

www.preciouscat.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Precious Cat Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

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0000338-000037



Manufacturers Coupon

Exp. December 31, 2016



\$1.00 OFF

one 20lb. box of clumping clay or
one 7.5lb. bag of silica gel

**Precious Cat
Respiratory Relief**

Redeemable at
all Precious Cat retailers

www.preciouscat.com



CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Precious Cat Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

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0000338-000034



Manufacturers Coupon

Exp. December 31, 2016



Veterinary
Exclusive
Product



Retail
Product



\$1.00 OFF

Cat Attract
Litter Additive™
or

Precious Cat
Ultra Litter Attractant™

Redeemable at
all Precious Cat retailers

www.preciouscat.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Precious Cat Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

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0000338-000045



Manufacturers Coupon

Exp. December 31, 2016



\$1.00 OFF



one 40lb. bag of
Precious Cat Litter
Includes Precious Cat Classic,
Precious Cat Ultra
and Ultra Scented

Redeemable at
all Precious Cat retailers

www.preciouscat.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Precious Cat Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

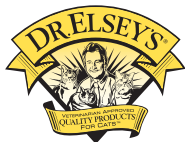
RETAILER: Precious Cat, Inc. will redeem this coupon per our Coupon Redemption Policy, available upon request. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail it to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within two weeks.

0000338-000031



Manufacturers Coupon

Exp. December 31, 2016



\$1.00 OFF



one 40lb. bag or one 20lb. box of
Touch of Outdoors Litter™

Redeemable at
all Precious Cat retailers

www.preciouscat.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Precious Cat Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

RETAILER: Precious Cat, Inc. will redeem this coupon per our Coupon Redemption Policy, available upon request. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail it to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within two weeks.

0000338-000028



Manufacturers Coupon

Exp. December 31, 2016



\$1.00 OFF



one 20lb. box of
**Health Monitor™
Everyday Litter**

Redeemable at all
Precious Cat Retailers

www.preciouscat.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Precious Cat Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

RETAILER: Precious Cat, Inc. will redeem this coupon per our Coupon Redemption Policy, available upon request. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail it to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within two weeks.

0000338-000051



Precious Cat Products

- **Cat Attract™** — This scoopable litter provides a solution for cat owners whose cats do not use their litter boxes.
- **Kitten Attract™** — Kitten Training Litter for kittens 8 weeks to one year.
- **Precious Cat Senior** — This litter addresses the medical and urinary tract problems that this specific group of cats experience. Biodegradable
- **Precious Cat Long Hair** — This litter has the right particle size that long haired cats prefer and will not adhere to a cat's long fur. Biodegradable
- **Precious Cat Ultra** — This scoopable litter is all natural and hypoallergenic and is 99.9% dust free. This litter combines a heavy no tracking granule with a smaller granule.
- **Precious Cat Ultra Scented** — This scoopable litter contains a moisture release fresh scent. There is no scent until after the litter is used.
- **Precious Cat Classic** — This scoopable litter is all natural and hypoallergenic and is 99.9% dust free. It features a larger, denser particle that provides low tracking.
- **Cat Attract™** — Litter Additive (veterinary exclusive product) and Precious Cat Ultra Litter Attractant — A feline behavior modification and training additive providing a guaranteed solution for problem cats that won't use their litter box.
- **Precious Cat Urine Removal Program** — The Urine Removal program is a naturally occurring friendly bacteria that produces live enzymes until the urine is totally removed.
- **Respiratory Relief** — These litters help control sneezing, running eyes and coughing.
- **Touch of Outdoors™** — This scoopable litter brings the outdoor experience in.
- **Health Monitor™ Everyday Litter** — Consistent particle size (calibrated) scoopable litter to help monitor kidney function, diabetes and hyperthyroidism.



Cat Attract



Kitten Attract



Health Monitor™
Everyday Litter



Senior



Litter
Additive



Ultra Litter
Attractant



Classic



Ultra



Ultra Scented



Long Haired



Urine Removal
Program with
Aromatherapy



Touch of Outdoors



Precious Cat

1600 W. Dartmouth Ave.,
Englewood, CO 80110

Toll Free: 877-311-CATS (2287)

www.preciouscat.com



Respiratory Relief