



the litter cats love™



NEW!
Coupons
Inside
Including Comfort Zone®

Dr. Elsey's Litter Box Solutions

Featuring **Cat Attract™**

*How to Clean Up Cat Urine
- See Page 19*



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 40 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 Dr. Elsey's Cat 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™** or **Kitten 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.

My goal is to produce reasonably priced products that help cats live happier, healthier lives. 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
drelseys.com



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

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.

Why Cat Attract™?



The Golden Rule

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.

Five Steps to a Happy Cat



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 Comfort Zone® [\[see coupon on page 30\]](#). Comfort Zone® Calming Diffusers release pheromones that mimic cats' natural, calming pheromones, signaling to your cat he or she is in a safe and familiar place. This helps reduce your cat's stress and those stress response behaviors like urine marking. **Cat Attract™** and Comfort Zone® 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. We recommend the non-stick litter box by **PetFusion**. 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



Search on Amazon or Chewy

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. Consider that, 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.

Training Tips

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 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 1/6th 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.

Getting Kittens Started with Kitten Attract™



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.

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 Comfort Zone®, a cat calming pheromone diffuser or spray 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. To use Comfort Zone® Calming Spray 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 helps prevent 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.

Defecation Outside the Litter Box

Defecation issues can be difficult to sort out and it can be frustrating to try to stop the behavior.

- We recommend at least two boxes for cats that are not using the litter box to defecate. One box for defecation and one box for urination. Do not place the boxes side by side. If the boxes are side by side, the cats perceive the boxes as one box - even if you place them in the same room, you need to give them some separation.
- Defecation outside of the box can indicate some sort of bowel issue like constipation or loose stool. It is important to watch your cat's stool and consult your veterinarian if you notice anything different.
- Long-haired cats often have litter box defecation issues due to litter and feces sticking to their pant fur and in-between their toes. We recommend that you have your vet shave the hair around the rear and also clip the hair between the toes if the hair is long.
- Texture issues may also impact the cat not using the box to defecate. **Cat Attract™** has the right texture and paw feel.

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 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 well help minimize anxiety in older cats.

Dr. Elsey's 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.



Dr. Elsey's 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. 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 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.

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. Senior is cleaner 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 for every 1000 cats examined that were over 10 years of age, 269 had chronic kidney failure. Among the 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. **Dr. Elsey's 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. 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
- Polyps
- 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, wheat, 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 **Comfort Zone®** will help create a sense of familiarity for your cat and reduce stress of now being strictly 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, inter cat 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.

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 **Comfort Zone®** Multi-Cat Diffusers 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 Comfort Zone® adding friendly pheromones to the new environment. Comfort Zone® products are 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.

Because You Love Your Cat...

1. **Spay/Neuter your cat.** Spaying/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. **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.

4. **Monitor Kidney Function/Healthy Urinary Tract**

- 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 issues with struvite crystals, you want to maintain a normal urine PH 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 to increase moisture in the diet.



Meet Purrfessor Cat™

The resident scholarly advisor on all things feline and furry at Dr. Elsey's Cat Products. Purrfessor Cat™ works side by side with Dr. Elsey to develop the best products for all cats and their parents. As an advocate for Dr. Elsey's veterinarian-formulated line of cat products, his mission is simple: to promote a healthy, active lifestyle for all cats.

CHECK OUT PURRFESSOR CAT™ IN ACTION

His short videos pack in all the educational benefits of Dr. Elsey's products with none of the filler. Purrfessor Cat™ is a gifted linguist with a flair for paw-some cat puns. Don't take our word for it, check out his videos

for yourself! Click on the youtube icon at the top of our website ***drelseys.com*** or search for ***Dr. Elsey's Purrfessor Cat™*** on youtube.com.

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

Carpet:

How to Clean Up Cat Urine

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.

Cleaning 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 dampened 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.

*Also from Dr. Elsey's
Cat Products:*

cleanprotein™
CAT FOOD



Dr. Elsey's **cleanprotein™** is a high protein cat food that naturally optimizes your cat's appetite and body mass through simple, high quality ingredients. Protein is an important nutritional profile in your cat's diet, with animal proteins having the highest biological value (BV) as compared to grains, fruits, and vegetables. Dr. Elsey's helps promote a healthy, active lifestyle for all cats.

Increased protein can help slow age-related loss of lean body mass and support a healthy immune system. Contrary to popular belief, there is no evidence

indicating that a high-protein diet leads to kidney damage in cats.

Dr. Elsey's **cleanprotein™** was inspired by the protein levels found in natural prey and has low oxalate by excluding plants commonly found in competitive diets to help ensure healthy kidney function and an active lifestyle. The instinctual diet of a cat should be derived from animal based proteins, not plants and filler ingredients high in oxalate. Our feline friends require over 36% protein to prevent muscle wasting and over 50% protein to promote an ideal body mass.

Dr. Elsey's **cleanprotein™** is 59% protein, which is like a cat's natural carnivore diet. 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.

High levels of protein help curb your cat's appetite to maintain a healthy weight. Protein is metabolized slower than other nutrients so the result is an appetite that is satisfied longer. **cleanprotein™** is recommended by Kitty Kollar®, providers of wraps and supplies for cats using esophageal tubes. www.kittykollar.com



www.DrElseys.com

Manufacturer's Coupon Exp. December 31, 2022



\$1.00 OFF

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



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Includes Cat Attract™
and Kitten Attract™

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Manufacturer's Coupon Exp. December 31, 2022



\$1.00 OFF

Veterinary
Exclusive
Product



Retail
Product



Cat Attract
Litter Additive™
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all Dr. Elsey's retailers

www.DrElseys.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package. RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. **Please mail coupon, copy of purchase receipt, and invoice with coupon totals** to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within 2 weeks.

0000338-000109



Manufacturer's Coupon

Exp. December 31, 2022



\$1.00 OFF

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

Respiratory Relief™

Redeemable at
all Dr. Elsey's retailers

www.DrElseys.com



CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package. RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. **Please mail coupon, copy of purchase receipt, and invoice with coupon totals** to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within 2 weeks.

0000338-000096



Manufacturer's Coupon

Exp. December 31, 2022



\$1.00 OFF

one 20lb. box

Paw Sensitive™

Redeemable at
all Dr. Elsey's retailers

www.DrElseys.com



CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package. RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. **Please mail coupon, copy of purchase receipt, and invoice with coupon totals** to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within 2 weeks.

0000338-000153



Manufacturer's Coupon

Exp. December 31, 2022



\$1.00 OFF

one 20lb. box

or one 40lb. bag

Clean Tracks™

Redeemable at
all Dr. Elsey's retailers

www.DrElseys.com



CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package. RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. **Please mail coupon, copy of purchase receipt, and invoice with coupon totals** to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within 2 weeks.

0000338-000118



Manufacturer's Coupon

Exp. December 31, 2022



\$1.00 OFF



one 40lb. bag
Dr. Elsey's Classic,
Ultra or
Scented Ultra

Redeemable at
all Dr. Elsey's retailers

www.DrElseys.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package. RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. **Please mail coupon, copy of purchase receipt, and invoice with coupon totals** to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within 2 weeks.

0000338-000127



Manufacturer's Coupon

Exp. December 31, 2022



\$1.00 OFF



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

**Redeemable at
all Dr. Elsey's retailers**

www.DrElseys.com

CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package. RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. **Please mail coupon, copy of purchase receipt, and invoice with coupon totals** to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within 2 weeks.

0000338-000130



Manufacturer's Coupon

Exp. December 31, 2022



\$1.00 OFF

one 8lb. bag of
Dr. Elsey's Senior Litter
or one 8lb. bag of
Long Haired Litter

Redeemable at
all Dr. Elsey's retailers

www.DrElseys.com



CONSUMER: Redeem certificate at any authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package. RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. **Please mail coupon, copy of purchase receipt, and invoice with coupon totals** to Precious Cat, Inc., 1600 W. Dartmouth Ave., Englewood, CO 80110 along with your return address. A check will be mailed within 2 weeks.

0000338-000128



Manufacturer's Coupon Exp. December 31, 2020

Comfort
zone®

Less stress. More love.

\$5.00 OFF



Comfort Zone®
Calming Diffuser
or
Comfort Zone®
Multi-Cat Diffuser
For Cats & Kittens

Redeemable at
Petco and other
fine Pet Retailers.

www.comfortzone.com

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design are registered trademarks of
Farnam Companies, Inc.*

0039079-110938



Consumer: Limit one coupon per transaction. Redeemable only on brand and size indicated. Coupon not valid if transferred, reproduced, purchased, sold or bartered. Coupon cannot be combined with any other offers. Consumer pays sales tax. Retailer: We will reimburse you the face value of this coupon plus 8¢ handling provided you and the consumer have complied with the terms of this offer. Invoices proving purchases of sufficient stock to cover presented coupons must be shown on request. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. Coupon void where prohibited, taxed or restricted. Cash value 001¢. Good only in the U.S.A. Offer expires 12/31/2020 and must be received by 3/31/2021. **Coupons mailed to Precious Cat will not be reimbursed. Mail to: Central Garden & Pet, CMS Dept #71859, One Fawcett Drive, Del Rio, TX 78840.**

Dr. Elsey's 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 old.
- **Senior** — This silica gel litter addresses the medical and urinary tract problems that this specific group of cats experience. Biodegradable.
- **Long Haired** — This silica gel litter has the right particle size that long haired cats prefer and will not adhere to a cat's long fur. Biodegradable.
- **Ultra** — This hard clumping litter is all natural and hypoallergenic and is 99.9% dust free. This litter combines a heavy no tracking granule with a smaller granule.
- **Scented Ultra** — This hard clumping litter contains a moisture release fresh scent. There is no scent until after the litter is used.
- **Clean Tracks™** — This scoopable litter features all natural, medium-grain particle that provides low tracking. Unscented, hard clumping and low dust.
- **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 **Ultra Litter Attractant** — A feline behavior modification and training additive providing a guaranteed solution for problem cats that won't use their litter box.
- **Urine Removal Program** — The Urine Removal program uses 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.
- **Paw Sensitive™** — Finer grain scoopable litter for cats with sensitive paws.



Cat Attract™



Kitten Attract™



Clean Tracks™



Paw Sensitive™



Litter Additive



Ultra Litter Attractant



Classic



Ultra



Scented Ultra



Long Haired



Urine Removal Program
with Aromatherapy



Touch of Outdoors™



Senior



Respiratory Relief



www.DrElseys.com