

# A Book About Cat Bottoms

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Plus Ginger's top tips on care



# Hello cat family

Firstly, congratulations on being a cat owner. Whether you're a long-time cat person, or embarking on a new adventure with your kitten, your life will undoubtedly be better for it. This guide from the team at Breeder's Choice, and our mate Ginger, will walk you through the key things we've discovered over the years, from top to bottom (pun intended).

## Welcome them home

Bringing your new cat home is an exciting, and sometimes daunting, time for all. The best thing you can do is treat your new friend like an important guest. To help them settle in, create a safe and cosy space just for them. They'll need comfy bedding, plenty of food and fresh water, toys and a large litter box.

**Hot tip:** cats can be super fussy if you change their litter type. Find out what they have been using with their previous shelter or breeder, then slowly transition.



# Choose a better litter

Yep, Breeder's Choice is the better choice for people, pets and the planet. Here's why:

- ✓ **Natural odour control**
- ✓ **Made from 99% recycled paper**
- ✓ **Highly absorbent paper pellets**
- ✓ **No nasty chemicals or additives**
- ✓ **Suitable for all cat breeds and safe for kittens to use**
- ✓ **Biodegradable and compostable**  
\*check local council
- ✓ **Low dust and tracking**
- ✓ **Made in UK**

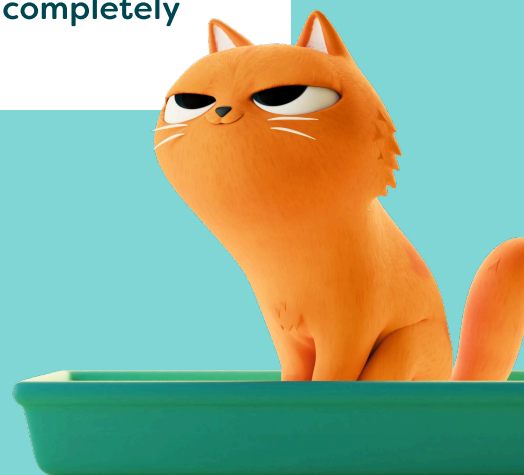


# Doing the litter switcheroo

Making the switch to Breeder's Choice? Great choice! Cats are very particular about where they do their business, so ease into it with a gradual transition. Here's everything you need to know:

- 1. START FRESH** with a clean or new litter box and mix one-third Breeder's Choice Cat Litter and two-thirds of their previous litter.
- 2. ONCE THEY'RE COMFORTABLE** change the proportion to two-thirds Breeder's Choice Cat Litter.
- 3. SWITCH COMPLETELY** and use only Breeder's Choice Cat Litter. Maintain 2-3 inches of cat litter in the box. A transition takes time, so allow a few weeks for your cat to gain confidence as they test the new litter and routine.

**Did you know?** When you switch litters, your cat may paw or even taste the new litter. This is weird, wonderful and completely normal. Thankfully, Breeder's Choice Cat Litter is made from 99% recycled paper, water and hot air with with no nasty chemicals or additives, so it's completely safe to sample.



# Avoiding s\*\*\*\*y situations

**KEEP IT CLEAN.** It's not the most glamorous job in the world but scooping your cat's litter box daily is a must – more frequently if you are a multi-cat family. To keep it fresh and encourage faithful use, change the litter entirely once a week and wash your litter box once a month. Avoid citrus-scented cleaners, cats aren't fans of the smell and it may lead to boycotting the box.

**LOCATION, LOCATION, LOCATION.** You've got to get the litter spot right. If you squeeze the box into a tight corner or hidden area to hide it from view of visitors, your cat may feel trapped. They like their privacy, but they also get a bit of FOMO and want to be where you can see them. Position the box in an open area where your cat can see and hear other people or pets in the home.

**MORE BOXES FOR THEIR BUSINESS.** While we'd all love to have a single litter box in our homes, each cat needs a 'master bathroom' plus an additional box for good measure (1+1). So, two boxes for one cat, three boxes for two cats and so on. Cats are fussy, so the more options the better.

**COMPOSTABLE LITTER.** Unlike other litters, Breeder's Choice Cat Litter is biodegradable and compostable. You can place it in your green bin, which reduces waste and is better for the environment. Double check this with your local council before you dispose of it.

**Heads up:** whilst our litter is made from 99% recycled paper, we advise against tipping the entire litter tray into the toilet.

# Top spots for the tray

A cat litter box defines your cat's space as it gives them a sense of independence while they enjoy a moment in private. Choosing a safe and comfortable place for their litter box is important.

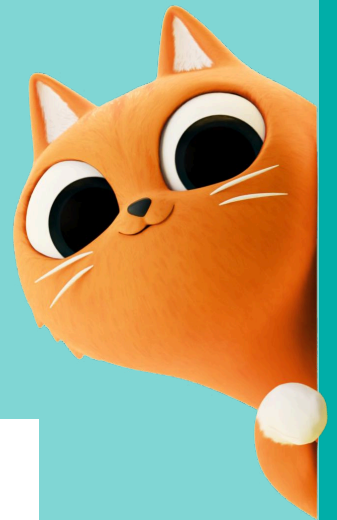
**LAUNDRY.** The laundry is the ideal place for a litter box. It's a private, dedicated space for your cat with the added bonus of laundry sinks for easy tray cleaning.

**BATHROOM.** This feels like the natural spot, right? If it's good enough for us...

**OTHER.** Living room, kitchen or outdoor cat run/veranda/garage.

**Take care!** Toxoplasmosis is a parasite that can be transmitted through cat faeces. If pregnant, it can be passed from mother to baby and may cause harm. So, wear protective gear, or better still, handball the litter changing to someone else.

**Good to know!** Cats feel vulnerable when they're on the litter tray, so it's best to position it against a wall away from the corners of the room. This gives them a clear vantage point to make sure nobody is sneaking up behind them. Choose the location based on ease of access, minimal clutter and low foot traffic.



# Why we love cats from top to bottom

Ever wondered why you feel happy whenever your cat is around? Cats are calm, affectionate and empathetic making them very therapeutic to have around. Here are some of our favourite reasons to have a cat in your life...

**STRESS LESS.** That warm and fuzzy feeling you get when you're patting your cat is not your imagination, it's a release of oxytocin and other pleasure-related chemicals in the brain. The release helps your body feel calm and peaceful, reducing stress and even helping lower blood pressure. Cats can truly benefit your health, which is why some nursing homes, schools and hospitals employ therapy cats to assist patients in healing and spreading positive vibes.

**YOUR LIVE-IN BFF.** Cats are the ultimate companions. Having a cat around means you never feel lonely because there's always someone to talk to (and they don't argue or answer back!). Cats have a strong bond with their owners and remember your acts of kindness, which they reciprocate with furry affection.

**AN IMMUNITY BOOSTER.** Surprise fact: unless you're allergic to cats, pet dander keeps your immune system working hard to build strength and fight off other irritants, reducing risks for allergies and asthma. Children who live with dogs and cats are less likely to develop allergies to those animals, and other allergies, later in life.

**JOIN THE CLUB.** Cats are not only great company, they also give us a reason to talk to others! If you're a cat owner, you have an instant community of friendly cat people to share pet tips and bond with over your latest cat escapade.

**HELPING YOU COPE.** Animals can often sense when we are distressed and may cuddle or check in to see if we are okay – it's always nice to know somebody cares about you. It's also helpful to talk things out with your cat, who you can be sure won't give you bad advice. Our pets are there for us, just like we are there for them.







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**#breederselectcatlitter**  
**#choosebetterchooseginger**  
and say hello to Ginger.



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