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MEDIA CONTACT: Amanda Kuhn
amanda@missymischief.com

MEDIA RELEASE

Is your cat's bad breath trying to tell you something?

With 4 in 5 cats developing some form of dental disease by the age of 3, Fussy Cat shares 5 simple ways owners can support their cat's dental health.

AUSTRALIA, 2026: Bad breath might seem like an unavoidable part of living with a cat, but it could be trying to tell you something about their dental health.

Dental disease can affect cats much earlier than many owners realise. Four in five cats develop some form of dental disease by the age of 3, rising to almost 90% by the age of 4. Yet because cats often conceal pain and discomfort, the signs can be difficult for owners to recognise.

Australian cat food specialist Fussy Cat is encouraging owners to look beyond bad breath and become familiar with the less obvious signs of feline dental problems.

Research from Fussy Cat found that 65% of Australian cat owners are actively concerned about their cat's dental health. However, awareness and proactive treatment remain higher among dog owners, suggesting feline dental care may not always receive the same attention.

Fussy Cat Brand Manager Grace Davey said the early signs of dental disease can be easy to overlook.

"Changes may be subtle at first. A cat might eat more slowly, drop food, chew differently or become less comfortable having its face touched," Ms Davey said. "By the time an owner realises something is wrong, the problem may already be affecting their cat's appetite, behaviour or general wellbeing."

Supporting a cat's dental health does not need to be complicated. Here, Fussy Cat shares 5 simple ways owners can make dental care part of their cat's regular routine, recognise changes earlier and know when to seek veterinary advice.

1. Do the breath check.

A quick cuddle can reveal more than how affectionate your cat is feeling. Persistent or noticeably unpleasant breath may indicate that their mouth needs attention.

"Bad breath can be easy to dismiss as normal, but an ongoing change may be one of the first signs of a dental problem," Ms. Davey said. "If it persists or is accompanied by changes in eating, drooling, sensitivity around the mouth or unusual behaviours, owners should speak with their veterinarian."

2. Watch how they eat



Cats cannot tell us when a tooth hurts, but changes at mealtimes can provide important clues. Owners should watch for reduced appetite, eating more slowly, dropping food, chewing on one side of the mouth or appearing reluctant to eat foods they previously enjoyed. Pawing at the mouth, excessive drooling, becoming withdrawn or resisting touch around the face may also indicate discomfort.

3. Get familiar with their mouth.

Knowing what is normal for your cat can make changes easier to spot. Where the cat is comfortable, owners can regularly look for red or swollen gums, visible tartar, damaged teeth, excessive drooling or sensitivity around the mouth.

“Owners should never force their cat’s mouth open, particularly if the cat appears uncomfortable,” comments Ms. Davey. “A veterinarian can properly examine the teeth and gums and advise whether professional treatment or changes to the cat’s home care are needed.”

4. Make dental support part of mealtime.

Many cat owners assume dry food automatically helps clean their cat’s teeth, but ordinary kibble does not necessarily provide a dental benefit or prevent tartar build up. For dry food to support dental health, it needs to be specifically developed for that purpose, including consideration of the kibble’s shape, size, texture and formulation.

Fussy Cat Dental Defence has been developed to combine complete and balanced nutrition with everyday dental care and the taste cats love. It features a specially designed kibble shape and dental care ingredients to help reduce plaque and tartar build up as part of daily feeding.

“Many owners already feed their cats dry food, so choosing a product specifically designed to support dental health can be a practical addition to their everyday care,” continues Ms. Davey. “Fussy Cat Dental Defence combines complete nutrition, dental care benefits and the taste cats expect from Fussy Cat, helping owners support their cat’s teeth through something they already do every day.”

5. Keep up regular veterinary checks.

Even when a cat appears healthy, regular veterinary checks remain an important part of maintaining their dental health. A veterinarian can identify problems that may not be visible at home, provide advice based on the individual cat and recommend professional treatment when required.

“Dental food can support everyday dental care, but it does not replace veterinary examinations, diagnosis or treatment,” Ms. Davey said. “If owners notice persistent bad breath, changes in eating or other possible signs of discomfort, they should arrange an appointment with their veterinarian.”



Ultimately, the key is not to wait until a cat stops eating or shows obvious discomfort, but to make dental health an ordinary part of caring for them throughout their life.

For owners looking to build dental support into mealtime, Fussy Cat Dental Defence combines complete and balanced nutrition with everyday dental care in 2 flavours cats love.

Fussy Cat Dental Defence Ocean Fish is in stores nationally from September. Fussy Cat Dental Defence Chicken will be available from late October.

Both varieties are Australian made and available in 2.2 kg bags with an RRP of \$26.50.

For more information go to [Fussy Cat – RPF Co.](#) or follow Fussy Cat [@fussycat.au](#)

For interviews, samples or product enquiries please contact Amanda Kuhn – amanda@missymischief.com | 0410 570 993

About Fussy Cat

Fussy Cat was founded on the belief that feline carnivores deserve quality meat and the finest ingredients. Its grain free range includes a variety of flavours and textures designed to satisfy cats' natural cravings, with complete and balanced recipes containing added vitamins and minerals. The range includes dry food, wet food and treats created to satisfy even the fussiest of cats.

About RPF

RPF Company is an Australian food for pets' company focused on pioneering fresher pet nutrition. Its portfolio includes Fussy Cat, Ivory Coat, Nature's Gift, V.I.P. Petfoods, Billy + Margot and a range of other established pet food brands. The company operates across Australia, New Zealand and Asia. For more information, visit rpfco.com