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PRESS RELEASE

DR. KATRINAS' TOP TIPS FOR MINIMISING TOILET ISSUES WITH YOUR CAT

Part of PetSafe® Australia's "Poocrastination" Campaign

AUSTRALIA: It's a sad fact: many Aussie cats are surrendered to animal shelters due to their unwanted toileting habits. From owners who don't want to deal with stinky litter or cats that refuse to use their trays, kitty litter boxes are a harsh reality of cat ownership, but one that doesn't need to be so disgusting.

"Litter box issues are no reason at all to surrender a cat from your home," states Australian Vet and TV Presenter Dr. Katrina Warren, who has teamed up with PetSafe® Brand Australia to offer tips on making your kitty fall in love with their litter box again.

If Kitty's going to the toilet outside their litter box, "make sure you rule out underlying medical conditions first," says Dr. Katrina. "A bladder infection, for example, could be the cause of their toileting away from their box." If the vet gives the all-clear, it is likely an issue with their happiness around the litter, says our expert. So, what could be making them so miserable? And how can you turn it all around? Take a look at this checklist for what might be bothering your four-legged buddy...

1. **Cleanliness:** "Many elimination problems result from a litter tray not being sufficiently pristine for your cat's highly refined sense of smell," says Dr. Katrina. "Try using less litter in the tray and discard it daily, washing out the tray every time and replacing the litter."
2. **Type of litter:** Yes, some cats have a favourite type of litter, so if you're changing to something new, do it gradually, advises Dr. Katrina. "You need to offer both and slowly phase out the previous litter to make sure it doesn't cause upsets. You may also need to experiment with different types of litter until you find the one your cat likes best." It's often easier to train a kitten to use a certain type from the start, she adds.
3. **Type of litter box:** "Some cats don't like the enclosed hooded trays. Some like big trays while others like small trays... cats are all very individual," advises Dr. Katrina. "Offer your cat a couple of different options to see what he or she feels most comfortable with."
4. **Privacy:** Would you want someone watching you on the toilet? Not likely – and your feline friend is no different! "Cats like privacy when they do their business, so I recommend you place the tray in a nice quiet spot away from the cat's eating area."
5. **Multi-cat homes:** Cats don't like to share their toilet, so if you have more than one furry friend, provide one tray per cat (plus a spare).
6. **Stress:** Toileting problems are often a sign of stress. "Moving house, the arrival of a new baby or additional pet... anything that causes upheaval in the daily routine can stress your cat out," says Dr. Katrina. "Try to give them a calm and consistent environment, and perhaps even a dedicated quiet room to chill out in."



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Another issue, says Dr. Katrina, is that people simply don't want to deal with the stinky task of cleaning litter boxes (or can't stand the smell of cat poo indoors), "so they let their cats roam outdoors and do their business away from the home". However, letting cats outside can put their health at risk. In fact, according to the Cat Protection Society of NSW website, indoor-only cats live an estimated 10 years longer than cats with outdoor access!

Clearly, convincing your cat to use their litter box is likely to lead to better outcomes for the whole family. If the smell is a worry, adds Dr. Katrina, "it could be worth looking at something like PetSafe®'s ScoopFree® Second Generation Self-Cleaning Litter Box, which is great for eliminating odours and removes the need to clean the tray as often".

PetSafe®'s new ScoopFree® Second Generation Self-Cleaning Litter Box, which is available with an optional privacy hood with side entry, takes all the hassle out of your cat's toilet habits. For more information, visit PetSafe® Australia's website, or for additional information, images, product requests, and queries, contact Missy Mischief PR (Amanda Kuhn – 0410 570 993/amanda@missymischief.com)

At PetSafe®, we're constantly innovating to help you keep your pet happy, safe, and healthy. Visit us at PetSafe.com/AU to learn more about how, together, we can give your new dog or cat a perfect forever home.

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For more information about PetSafe® Brand products visit: www.petsafe.com/AU or contact Amanda Kuhn, Missy Mischief PR (amanda@missymischief.com.au / 0410 570 993)

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