



Presented by
Breeder's Choice

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PRESS RELEASE

Dry Skin & Heating: Top 5 Tips to Support Your Cat's Coat and Comfort Indoors

Expert advice from Dr Claire Jenkins as part of the Cosy Cat Project, presented by Breeder's Choice. This winter, we're helping cat owners recognise the subtle signs of skin and coat discomfort and create a more comfortable indoor environment.

JUNE 2025: AUSTRALIA – As heaters go on and indoor humidity drops, many indoor cats begin to show signs of dry skin, static-charged fur and increased grooming. While these changes might seem minor, they can indicate underlying irritation or discomfort, particularly for older cats, short-haired breeds, or those living exclusively indoors.

In this second release from the Cosy Cat Project, a winter wellbeing initiative by Breeder's Choice, Dr Claire Jenkins, Breeder's Choice Vet Ambassador and founder of VetChat, shares her practical advice for keeping your cat's skin and coat healthy when the air gets dry.

"Just like humans, cats can experience dry skin in winter. Heating, low humidity and lack of fresh air circulation indoors can all take a toll," says Dr Jenkins. "You might notice more scratching, flaking, or changes in their coat texture. All signs that your cat needs a little extra support."

Dr Claire's Top 5 Winter Tips for Skin and Coat Comfort

1. Avoid Overheating the Home

Keep heating moderate and consistent. Overly warm, dry environments can dehydrate your cat's skin and coat. Aim for a comfortable room temperature without blasting heat.

2. Let Fresh Air In

During winter, homes are often sealed tight to keep the warmth in, but a lack of ventilation can dry out the air and affect your cat's skin and comfort. Even opening a window slightly for short periods each day (while ensuring your cat stays safely indoors) can improve air quality and help maintain healthier humidity levels naturally.

3. Offer a High-Quality Diet

A balanced, nutrient-rich diet is essential for healthy skin and a glossy coat. Look for foods that include omega fatty acids and add functional treats like those from the Breeder's Choice range to help support skin hydration from the inside out. Your vet can also advise on safe supplement options tailored to your cat's needs.

4. Create Draft-Free Cosy Zones

Set up warm, insulated resting spots away from direct heat sources and cold draughts. This helps your cat regulate body temperature naturally and reduces reliance on artificial heating, which can dry out skin and fur.

5. Gently Groom Regularly

Frequent grooming helps remove loose fur, reduces static and distributes natural oils through the coat. Use a soft brush and keep sessions short and calm.

"Most cats won't show obvious signs of skin discomfort until it becomes severe," adds Dr Jenkins. "Proactive care during winter goes a long way. Not just for comfort, but for preventing more serious skin or coat issues down the track."

About the Cosy Cat Project

Running through June and July, the Cosy Cat Project is a winter wellbeing initiative from Breeder's Choice, offering expert-backed tips and timely advice to support feline health. Through weekly media releases, social content and influencer storytelling, the campaign helps cat owners create a healthier, cosier winter for their pets.

For interviews with Dr Claire Jenkins, high-res images, product samples or further information, contact:

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Media Kit is available for download from https://drive.google.com/drive/folders/1WSco-xwg9gdQ5u2uLLEyKhx8Ss64ezY0?usp=drive_link

About Breeder's Choice:

For over 30 years, Breeder's Choice has been at the heart of sustainable pet care, trusted by Australian cat owners who value both performance and environmental responsibility. Made from 99% recycled paper, their cat litter offers superior odour control without chemicals, ensuring a safe and clean environment for pets, people, and the planet. Lightweight, biodegradable, and highly absorbent, Breeder's Choice litter provides a sustainable solution without compromising on quality.

The Breeder's Choice family now includes tailored products for every stage of feline care:

- Breeder's Choice PLUS Probiotic: Advanced odour control with natural probiotic action.
- Breeder's Choice PLUS Kitten: Gentle pellets designed for kittens' sensitive paws.
- Breeder's Choice Treats: A protein-rich, all-natural snack range made to satisfy even the fussiest feline friends.



Integral to the brand is Ginger, the charismatic Cat Morale Officer (CMO). Featured proudly on product packaging, Ginger embodies the playful and spirited nature of the brand. Known for boosting office morale and delighting in naps, Ginger reminds us that pets make life better—and Breeder's Choice makes caring for them easier.

Part of FibreCycle's portfolio, Breeder's Choice reflects a commitment to doing good—providing eco-conscious pet care solutions that align with sustainable living. Whether welcoming a playful kitten or caring for a lifelong companion, Breeder's Choice ensures every paw print leaves a positive mark on the planet.

Choose better for your pet and the environment. Choose Breeder's Choice—and let Ginger be your guide to cleaner, greener pet care.

Disclaimer: *The information provided is general in nature and is not a substitute for professional veterinary advice. Always consult your veterinarian for recommendations tailored to your cat's specific needs, age and health condition.*