

Naturally Fresh™

WALNUT SHELL CAT LITTER



**GO WITH
NATURALLY
FRESH**

UPCYCLED
WALNUT SHELLS

SUPERIOR
ODOR CONTROL

POSITIVE
ENVIRONMENTAL
IMPACT

www.naturallyfreshlitter.com



OUR STORY

**Naturally
Fresh**™
WALNUT SHELL CAT LITTER



Since our founding, we've dedicated ourselves to green practices in order to make a positive impact.

We plant thousands of walnut trees a year on our farms in northern California, then produce our natural litter in our solar-run facilities.



www.naturallyfreshlitter.com

THE NATURALLY FRESH DIFFERENCE



ORIGIN

Our all-natural litter starts at the source: our English walnut trees on our family-owned farms.



UPCYCLING

We harvest the walnuts, separate kernels from shells, and crush the walnut shells in our shelling plant.



ALL-NATURAL PRODUCTS

Our **7,480** solar panels help us transform a food byproduct from would-be waste into all-natural walnut shell cat litter formulas.



SUSTAINABLE & ECO-RESPONSIBLE



In a peer-reviewed Life Cycle Analysis (LCA), Naturally Fresh was found to use significantly fewer fossil fuels and mineral resources, as well as emit fewer greenhouse gases than clay litter production.*



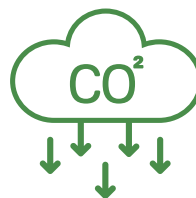
42%

FEWER FOSSIL
FUELS ARE USED



97%

FEWER MINERAL
RESOURCES
ARE USED



130%

FEWER GREENHOUSE
GASES ARE EMITTED



7,480

SOLAR PANELS
IN OUR PRODUCTION
FACILITIES

**Naturally
Fresh**TM
WALNUT SHELL CAT LITTER



SCAN **QR** CODE
TO LEARN MORE ABOUT
OUR COMMITMENT
TO SUSTAINABILITY IN ACTION



*LCA Study followed the guidelines of the ISO (International Organization for Standardization) 14040. The study does not include a third-party review.

THE PROBLEM: UNWANTED ODOR

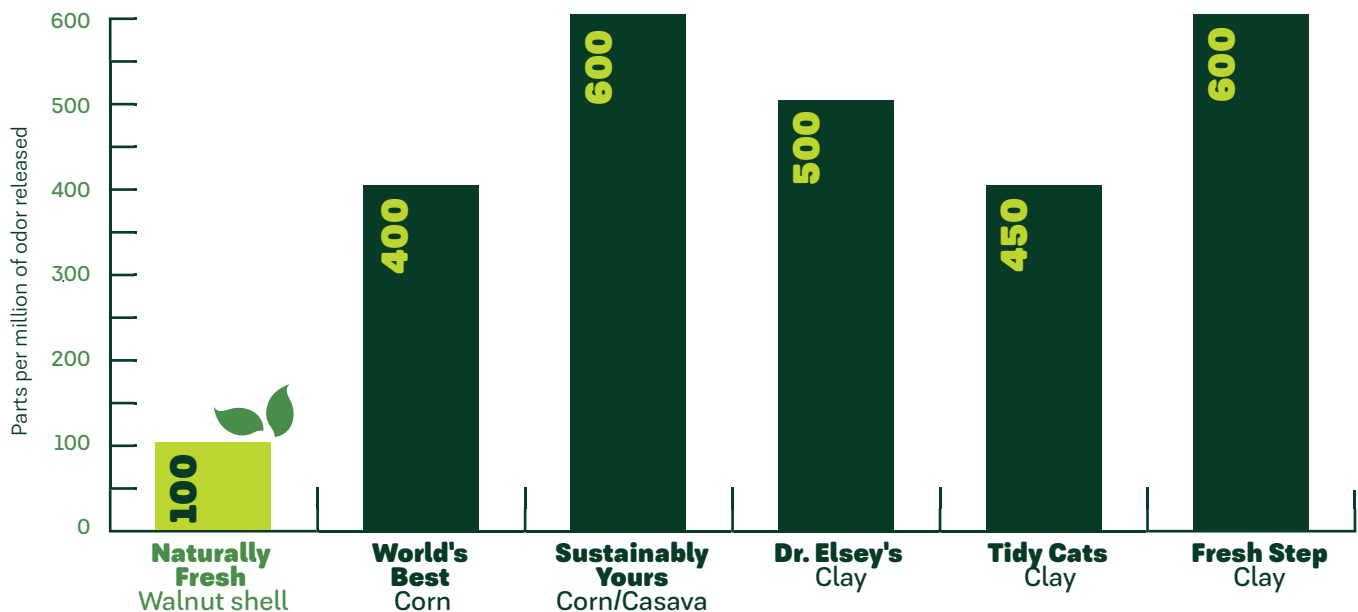
CONSUMERS REPORT UNWANTED ODOR AS THEIR **#1** COMPLAINT AND CONCERN WHEN CHOOSING A LITTER.

THE SOLUTION: Superior Organic Odor Control with Naturally Fresh

The fibrous material of the walnut shell neutralizes ammonia odors better than clay, corn, wheat, and pine litters.

Discover the Difference with Naturally Fresh

In a Dräger test with other leading clay and natural litters, Naturally Fresh rated as the best in neutralizing unwanted ammonia.



WALNUT SHELLS WORK BETTER FOR CATS, CONSUMERS, THE PLANET & RETAILERS

We have multiple formulas for various preferences and needs.



Quick-Clumping

Superior ammonia odor control for 1-2 cats

Available Sizes:

14 lb. - 750244220022
26 lb. - 750244230014
40 lb. - 750244250029



Pellet

Non-clumping pellet litter for cats and small animals

Available Sizes:

10 lb. - 750244240013
26 lb. - 750244230052



Harmony™ Lavender & Bamboo

Mood-boosting formula infused with essential oils

Available Sizes:

14 lb. - 750244220084
26 lb. - 750244230106



Multi-Cat

Neutralizes all odors thanks to a special counteractant

Available Sizes:

14 lb. - 750244220039
26 lb. - 750244230021
40 lb. - 750244250012



Herbal Attraction

Calming herbs for kittens, seniors, and fussy cats

Available Sizes:

14 lb. - 750244220060



Available Sizes:

14 lb.- 750244220053

26 lb.- 750244230045

ULTRA ODOR CONTROL

Odor controlling formula with **Fresh Shield Probiotic™**



Our **Ultra Odor Control** formula includes **Fresh Shield Probiotic™**. This all-natural enzyme blocks odors at the source for dual action odor control and bacteria reduction, resulting in **40% better odor control** and a **new look**.



BRAND LOYALTY FOR THE WIN

Our customers are extremely loyal.



Average **4.5** stars customer rating on Bazaarvoice

HEAR WHY PET PARENTS CHOOSE NATURALLY FRESH:



You don't know you have a cat

"This is my favorite product ever. You never see any urine - it is always solidified by my litter. There is no fragrance and once the cat uses it there is no smell. It is a wonderful natural product"

- 58Catlady



Zero smell!

"We've tried every commercial cat litter, along with fancy clay and corn litter, and none can beat the odor-destroying power of stuff. There's no smell from the litter itself, and no smell from the cats, not even morning poops! No smell standing over the box while scooping either. I'm sold."

- Amanda



Simply the best

"I have used every kind of cat litter there is since the 1990s. This one is absolutely the best. It lasts a long time. It has great odor absorption. Smells good too."

- Jerry57

BECOME A NATURALLY FRESH RETAILER



CONTACT US AT
NATURALLYFRESH@ECOSHELL.COM
OR **SCAN THE QR CODE** TO GET
IN TOUCH WITH **OUR TEAM**

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