

DR. ELSEY'S®
Litter Box Solutions

**Litter
Coupons
Inside!**

Non-use of the litter box is the number one behavioral reason cats are abused, abandoned and placed in shelters.

In my 40 years as a feline-only veterinarian, I know the happiest cat families are those in which the feline residents use their litter boxes — and nothing else.

This booklet and Dr. Elsey's Cat Products are dedicated to helping you maintain a happy, healthy life for the cats in your household. If you have a new kitten or a problem cat, please read this brochure, follow the steps carefully and use Cat Attract® or Kitten Attract®. The granular size, scent and texture of Cat Attract® are specifically designed with your cat in mind. If the problem persists, take your cat to a veterinarian. Your cat may have a medical problem.

My goal is to produce reasonably priced products that help cats live happier, healthier lives. If it has my name on it, or I recommend it, you can be sure that it is safe and better for your cat.

Sincerely,
Bruce Elsey, DVM

A handwritten signature in black ink that reads "Dr. Elsey". The signature is written in a cursive, flowing style.

Litter Box Basics

5 Steps to a Happy Cat



1 Replace Your Current Litter With Cat Attract® Unfortunately, cats don't purchase their own litter. If they could, they would buy a litter that has a natural outdoor scent, like your freshly turned garden. Cat Attract® is the answer. It has a unique herbal scent that attracts their curiosity and the right texture for their paws. Although you may not be aware of this scent, your cat will be.



2 Freshen Up You don't like a dirty bathroom, and neither does your cat. Your cat's sense of smell is 14x better than yours, so clean the litter box thoroughly and refill it with Cat Attract®. Remove feces and urine clumps daily. If your cat does not respond to a clean litter box, you may need to replace it.

Some old boxes become scratched and permeated with a scent your cat may find offensive. Replace it and set up a second litter box in a different area. Having one more litter box than you have cats is a good idea, just be sure the boxes are not next to each other.

3 Destroy the Evidence Once a cat has marked an area with urine or feces, a cat naturally regards it as an appropriate area for relieving itself.

Do all that you can to eliminate any trace of odor from the "trouble spot." Clean it thoroughly with Dr. Elsey's **Urine Removal Program** [page 5]. Avoid ammonia-based cleaners, which actually contribute to the problem because of its urine-like scent.

Try to keep your cat away from the trouble spot by covering the area with a plastic carpet runner placed spike side up, self-sticking shelf paper placed sticky side up or aluminum foil.



If your cat still can't resist the area, try placing their food in the trouble spot. Cats are unlikely to urinate or defecate where they eat. Use your cat's own fragrance to your advantage by rubbing a cloth between your cat's eye and ear to pick up its scent, then rub the cloth over the problem area.

4 Consider a Litter Box Makeover Hooded litter boxes are designed for owners, not cats. Try removing the hoods and rethinking the location of the boxes. They should be in a quiet place away from high traffic areas with convenient access for your cats. Keep the boxes away from bright lights, loud noises and vibrations from washing machines or furnaces. Have a box in an area that will not be bothered by toddlers, dogs or other aggressive cats.



If possible, try placing one box in the center of the room where your cat will not feel trapped or cornered. If your house has several floors, have a box on each level as cats typically prefer separate elimination sites for urine and feces. Finally, do not put a litter box near the cat's food dishes — this is no more appealing for a cat than it would be for you!

5 Treat Your Cat to Some R&R Stress is a leading cause of litter box problems. Fortunately, there is a lot you can do to ease your cat's worried mind. Territorial by nature, cats need to feel secure in their environment in order to relax. In multiple cat households, make sure each cat has a separate "zone" with their own food, water, litter box, scratching post, toys and elevated perch for relaxing on.

Heated beds and carpeted cat condos make excellent retreats for stressed cats. Play with your cat for at least 15 minutes every day, make sure there are plenty of toys to stalk and chase and that toys are rotated to keep them interested. Hide treats and pieces of food for your cat to hunt and eat. Leave the radio or TV on while you are away to reduce boredom.



Litter Box Basics

Training Tips

Cats and kittens are not small dogs, so the idea of "litter training" cats the same way you housebreak a dog doesn't work. Kittens will naturally seek a place to dig but you can help them be consistent. The first thing to do with kittens is to provide accessible litter boxes. Kittens don't have the "control" of mature cats and need to have litter boxes nearby to avoid traveling too far.

After feeding time, it's a good idea to place your kitten into the litter box. Kittens have a natural elimination reflex after eating. By putting them in the litter box, they associate the box with this reflex.

The Golden Rule

Don't punish your cat! Although you may regard your cat or kitten's house-soiling as spiteful, a cat with litter box problems is either following their natural instincts or has a medical problem. Harsh treatment only contributes to a cat's stress and may worsen the problem. Reward your cat with treats immediately when they use the litter box. Retrain your cat and guide your kitten with patience using my proven techniques.



Welcoming a New Cat

The addition of a new cat may cause feline stress and litter box problems. Make introductions slowly, confining the new cat to a separate room for a couple of weeks. Sniffing and swatting under the door will acquaint the cats. When they finally meet, expect tension for a couple of weeks before they settle down.

To speed up the process, wipe each cat's fur with a separate towel daily and place each cat's food dish on top of the other cat's towel. This will associate their scents with the positive experience of being fed, and grow tolerant of each other quickly.

Make sure each cat has easy access to their own safe, elevated hideaway and give each of them equal love and attention. Of course, remember if you have multiple cats, have one more litter box than you have cats in your household.

Moving to a New Home

Cats can be traumatized during a move to a new environment. To prevent spraying and other stress-related litter box problems, help your cat feel secure. Confine them in one room for a couple of weeks, so that they can acclimate to the new area without becoming overwhelmed. Equip the room with all of the comforts of home...a litter box, bed, food, water, toys, scratching post and an elevated hiding spot. Spend extra time every day playing with your cat during this difficult time.

Litter Box Basics

How to Clean Up Cat Urine

The key to success is to thoroughly clean the area, as soon as possible.

Carpet

- 1 If the spot is still wet, blot with an absorbent towel then cover the area with a towel, applying pressure to absorb the urine. You may need to do this several times.
- 2 When you have soaked up as much as you possibly can, use a carpet cleaner or a few drops of dish detergent mixed with water to saturate the area, and let it sit for an hour or two. Blot rather than rub to preserve the natural carpet texture.
- 3 Gently blot the area then wet a sponge with water and rinse the area again.
- 4 Soak the area with club soda for ten minutes.
- 5 Blot up the club soda and place fresh paper towels or a fresh towel over the area.
- 6 Weigh down the towels with something heavy and leave overnight.
- 7 In the morning, saturate the area with Dr. Elsey's **Urine Removal Program**, following the directions on the package. The area will smell worse for a few days as the enzymes speed up the digestion of the urine and thus increase the odor.
- 8 Never use ammonia or ammonia-based products on carpet. The smell may attract cats to the area and encourage them to urinate there.
- 9 Keep the cat away from the area.
- 10 If the smell is still bad and the cat continues to use this area despite all the cleaning, replace the pad underneath and clean the area under the carpet.

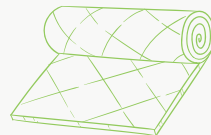


Hardwood & Cement

- 1 Blot up as much liquid as you can and use Dr. Elsey's Urine Removal Program.
- 2 If the smell is strong you can apply bleach to concrete two weeks after the last application of Dr. Elsey's Urine Removal Program. Hardwood floors may require sanding and refinishing.

Linoleum

- 1 Wipe up the puddle with paper towels or a mop soaked in soapy water.
- 2 Thoroughly clean the area and rinse with warm water. Then wipe with a sponge damp with white vinegar.
- 3 Let the area air-dry.



Laundry

- 1 Machine-wash your laundry using a cup of white vinegar and no detergent.
- 2 When the laundry cycle finishes, add detergent and wash regularly.

Why Cat Attract®

Cat Attract®

Cat Attract® was developed through years of treating cats and testing litters in shelters and in my clinic. I found that many problem cats and young kittens prefer the texture and particle size of Cat Attract® and **Kitten Attract®**, and are drawn to its natural herb blend. You will appreciate its superior clumping ability and natural chlorophyll odor control.

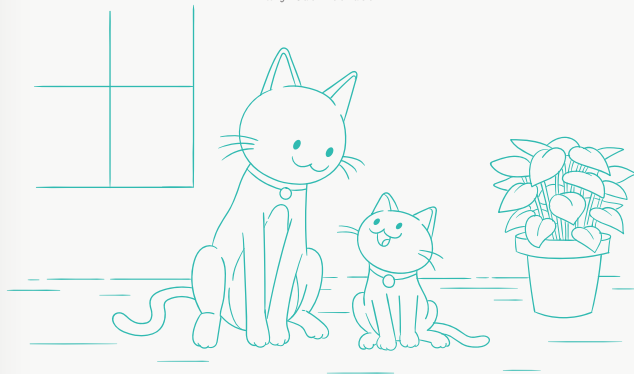
Premium clumping litters have proven to be far more effective with cats and kittens than conventional litters. Proper use will maintain a healthier environment for your cat. Follow my advice and use Cat Attract® to coax your problem cat back to their box while teaching good litter box habits.

Understanding the Problem

A problem cat is one who chooses not to use the litter box. There are three likely causes: **medical ailments, territorial marking or behavioral issues.** Knowing which category your cat fits into is only the first step toward solving the problem. Cats are creatures of habit, and will repeatedly soil the same spot.

In other words, a litter box problem that began with a urinary tract infection may continue due to habit long after the infection has been cured. Whatever the cause, it is important to treat problem cats with both behavior modification and stress reduction techniques.

Why Cat Attract®

**Kitten Attract®**

Kittens may need help to easily access their litter box. Place a step next to the box until they are big enough to get in themselves. The right litter is also essential for kittens. **Kitten Attract®** is made of premium litter with superior clumping ability and ground to an ideal granule size and texture for a kitten's tender paws. Kitten Attract® contains a specific natural herbal attractant that piques a kitten's curiosity to use the litter box. This combination of herbs, texture and particle size provides a unique and effective solution for owners of kittens.

Health Issues

Stress

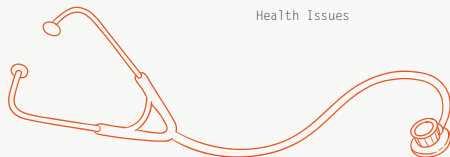
There are a number of disease conditions where stress is a contributing factor in susceptible cats. Feline interstitial cystitis is a painful lower urinary tract disease in cats brought on by stress, and the symptoms can come and go. For example, your cat may have blood in their urine on days one, three and five, but not on days two, four and six. This may lead to litter box aversion. Interstitial cystitis is the diagnosis in 65% of cats with blood in their urine, making it the most common lower urinary tract disease in cats.

Other stress-related diseases are **urinary stones, obesity, tooth decay, type 2 diabetes, thickened heart muscle, inflammatory bowel disease, excessive self-grooming and more.**

Respiratory

Respiratory disease in cats is a frustrating medical condition for cats and owners alike. If the respiratory disease is not treated it can become a chronic condition. If you suspect your cat has a respiratory disease, it is recommended that your cat see your veterinarian for a complete examination. Respiratory problems in cats can occur from a number of contributing causes which may include: **chronic viral infection, chronic bacterial infection, fungal disease, allergies, bone and cartilage damage, tooth root abscess, polyps, foreign body and cancer.**

Bacteria secondary to viral infections, with or without a chronic immune response, can lead to chronic sneezing as a result of damage to the normal protective cell layer inside the nose and sinuses. The damage to the cat's normal defenses can be permanent, resulting in no response to treatment.

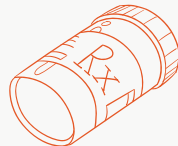


Controlling environmental causes can be extremely important. Cats and people with asthma need to avoid dusty litter, plant protein-based litter (corn, wheat, pine, paper, etc.), perfumed litter, cigarette smoke, aerosol sprays, polluted environments, stressful situations and exposure to upper respiratory viruses.

R&R® Respiratory Relief and Stress Protection™ may help control respiratory disease in cats because the litters are low in dust and hypoallergenic with no plant protein, added perfumes or deodorants. The natural essences in the litter, along with low dust and superior odor control, help to reduce stress, which can be an important factor in controlling Feline Respiratory Disease.

Medical Concerns

Only a fraction of cats with urinary problems go outside the litter box. However, if you notice larger urine clumps in your cat's litter box, this may be an early indicator of diabetes, kidney compromise or a hyperthyroid condition. Blood in the urine, increased frequency of urination, small, hard stools and loose movements are signs of medical troubles that could lead to litter box problems. See your veterinarian to help evaluate your cat's health and recommend treatment if there is a medical problem.



Behavioral issues include everything from litter box rejection and location preference to stress-induced soiling. Since all litter box problems are in some sense behavioral, these techniques make a good starting point for solving any problem. Be attentive, flexible and above all, patient. With your help, your cat can and will learn to “think inside the box.”

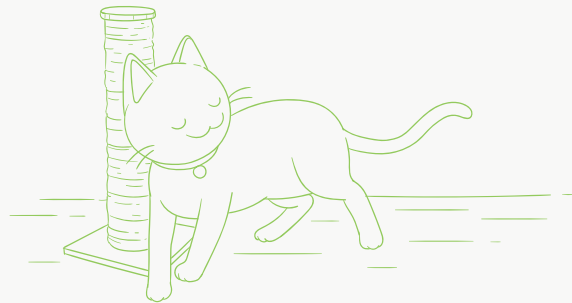
Behavioral Issues

Territorial Marking

Spraying, or marking territory with urine, is a natural behavior for both male and female cats. It is a form of communication, and should not be confused with ordinary urination outside of the litter box. Spraying usually involves just a small amount of urine and occurs on walls, furniture, the floor and occasionally clothing or bedding. A cat will sniff the area prior to marking and will leave just a small amount of urine. A trail of urine on the floor means the cat was standing to spray and not squatting to urinate.

You can help diminish your cat's need to spray by creating “friendly zones” by using your cat's own pheromones. To use your cat's pheromones, rub a soft cloth between your cat's eye and ear. Wipe the cloth on the soiled area repeatedly over several weeks. This tells your cat this is a “friendly zone” and diminishes their need to mark the area.

Place scratching posts in areas that are marked so that cats will mark with the scent from their paws instead of urine. Try to keep stray cats away from your house to help dissuade other cats from intimidating the feline residents. Cats may also mark their territory with feces. Signs of this type of territorial marking include defecation in a conspicuous and unusual spot, such as on top of a table.



Alternatively, confine your cat for at least one month in a room that has not been soiled in the past. Provide a litter box filled with **Cat Attract®** along with food, water, scratching post, toys and an elevated hideaway. After a month, the cat should be consistently using their litter box and you can expand their territory to include two rooms, then three, and so on. Over time, most cats respond to this treatment, and can eventually be trusted to roam the house.

Some, however, require a more rigorous treatment: confine the cat to a large cage or pet carrier that is elevated off the floor on a table or bench. Cover the entire floor of the carrier with litter. Create a small bed and a spot for water and food at one end. This will force your cat to use the litter. Over time, reduce the amount of litter in the carrier, so that the litter only covers a portion of the floor. Once the cat is consistently using only the litter-covered area in the carrier, bring it out into the room and proceed with the one-room confinement treatment outlined above.

Your veterinarian can also help you by prescribing various drugs to reduce marking. You may want your cat to have a complete physical examination to rule out any other problems.

Behavioral Issues

Defecation Outside the Litter Box

Defecation issues can be difficult to sort out and it can be frustrating to try to stop the behavior. Defecation outside of the box can indicate some sort of bowel issues like constipation or loose stool. It is important to watch your cat's stool and consult your veterinarian if you notice anything different.

Long-haired cats often have litter box defecation issues due to litter and feces sticking to their pant fur and in between their toes. We recommend that you have your vet shave the hair around the rear and also clip the hair between the toes if the hair is long.

The Real Tough Case

For the cat that consistently soils in the same spot, try placing a litter box with **Cat Attract®** in the "trouble spot" for a period of 10–14 days. After this initial phase, move the box an inch or two each day toward the place where you would like it to be. This method takes time and patience, but it may provide an answer.

Whichever treatment you choose, you are most likely to succeed using Dr. Elsey's Cat Attract®. The unique combination of clumping litter and natural herbs will help your cat overcome resistance to other litters that may discourage use.

Naturally Better, Without Fragrance

Further reading from The Feline Veterinary Medical Association (FelineVMA) Practice Guidelines.

Provide an environment that respects the importance of the cat's sense of smell. Olfactory and chemical information is a primary means by which cats evaluate their surroundings and affirm their sense of security and comfort within their core living area. It is important for pet owners or other humans to avoid introducing odors or substances that compete with or disrupt the cat's sensory perception of its environment. When a cat encounters unpleasant or threatening olfactory stimuli, anxiety-associated problem behaviors often occur. Marking is an important form of olfactory communication. A fundamental principle of maintaining a secure and familiar sensory environment is not to punish cats for house-soiling.

Cat litter is marketed to people, not to cats. Marketers appeal to cat owners by using product descriptions such as 'scented'. Consequently, litter may have descriptions or attributes that appeal to humans but not to their feline companions. For example, cats often find aromatic litter and litter deodorizers offensive.

According to the National Council on Pet Population Study and Policy, shelters in the US euthanize 72% of relinquished cats, many because of house-soiling behavior. If 4–9 million cats are euthanized every year, this could be more than 10,000 cats each day.

To learn more visit: catvets.com

Specialty Litters

Senior Cats

Dr. Elsey's **Senior** addresses the medical and urinary tract problems senior cats experience with a solution to help prevent kidney failure and urinary infections. Senior cats have a number of conditions that lower their natural resistance to urinary infections and prevent effective grooming. Kidney failure, diabetes and hyperthyroidism can dilute urine. Senior cats have reduced saliva production and more dental disease. Arthritis and mobility issues may require special help getting in and out of the litter box.

Senior cats are 45x more likely than younger cats to get urinary tract infections from not being able to keep their genital area clean, having more diluted urine and difficulty positioning themselves in the box with deeper litters. Senior features a fine amorphous silica gel that can be kept shallow, about one inch, to help keep the genital area clean.

Senior's amorphous silica gel is comfortable on paws, infused with hydrolyzed herbs to draw cats to the litter box, is safe if inhaled or ingested and does not cause silicosis because it has no crystalline silica. Senior is cleaner as it contains no organic material such as wheat, pine, corn, paper or cedar. Its small particle size and dust fines coat and dehydrate cat feces, absorb urine and odor on contact by trapping it inside the crystals and allow you to scoop smaller pieces of feces from the box.

Many cats that look and act normal can and do have urinary problems, and it can be difficult to diagnose if a cat has a kidney infection or just a lower urinary tract infection. Low-grade kidney infections are a major player in the cause of kidney failure but often go undetected, even with urinalysis, x-ray and ultrasounds. Cats that have recurrent urinary tract infections may not have new infections but a relapse of an old infection.

Kidney failure is the number one cause of death in senior cats, which urinary infections can cause. In cats with kidney failure, 33% of them either have a urinary tract infection or will have a urinary tract infection within the next 6-12 months. In the last decade, the number of senior cats with kidney failure has increased over three times.

Senior Cat Care Tips

Regular teeth cleaning for your cat by your veterinarian prevents oral pain, which leads to poor grooming habits. Senior cats should be seen by their veterinarian every six months for a complete check-up.

Cats with lower urinary tract infections should be on antibiotics for at least 3 weeks, and 4-6 weeks if a kidney infection is suspected to prevent recurrent urinary tract infections.

For older cats that have trouble getting in and out of the litter box, create a ramp for easy access, set up extra litter boxes on every level of your house and place night lights and additional litter boxes close to sleeping areas to help minimize anxiety.



Specialty Litters

Long-Haired Cats

Long-haired cats have special litter box needs and all that fur can require extra grooming attention. Long-haired cats do not like the feeling of litter and feces adhering to their backside, and as a result, they may decide to defecate somewhere other than in their litter box. Dr. Elsey's **Crystal Attract®** traps urine and odor on contact and has the right particle size that long-haired cats prefer, which will not adhere to the cat's long fur or color the coat.

Regularly combing and brushing your cat will prevent any mats or tangles from forming within their fur and trimming long hair in between the digits of their toes can keep your long-haired cat free of the hair that may be an issue with using the litter box. A hygiene clip can also be used to help keep the genital area clean and free of hair and feces.

Outdoor Cats

A cat that is used to prowling outdoors may need help adjusting to life indoors. You may have observed stress behaviors like pacing, scratching furniture or rugs, inter-cat aggression, increased vocalization, excessive grooming or urine marking. Try mixing a few spoonfuls of dirt from their "favorite place" in with **Cat Attract®** to attract them with a familiar scent, or bring the outdoor experience in for your cat with **Touch of Outdoors®**.

Touch of Outdoors® is low dust and contains natural chemical-free prairie grasses *grown in our fields*, natural chlorophyll for odor control and herbal essences to help your cat feel less anxious, bored and depressed.

Respiratory Issues

Veterinarian formulated with respiratory sensitivities in mind, Dr. Elsey's **R&R® Respiratory Relief** is an ideal solution for an allergy-friendly litter box. Cats can also suffer from airborne allergies including pollen, dust and mold which can trigger sneezing, flaky skin and difficulty breathing due to excess mucus. Feline asthma, an allergy-driven respiratory condition, can cause wheezing and coughing similar to the act of coughing up a hairball.

Low-quality clay litters often contain high amounts of dust, which when inhaled can result in breathing difficulty. R&R® Respiratory Relief works to control respiratory inflammation with a formulation free from plant proteins, perfumes or deodorants. The natural essences in the litter along with the low dust help to reduce stress, which can be an important factor in controlling Feline Respiratory Disease.

Respiratory Relief Tip

Common household items including scent diffusers, flowers, candles and household cleaners with heavy scents or chemicals can also trigger sneezing and even asthma. In addition to keeping your home free of irritating scents, regular vacuuming and cleaning can help minimize household allergens like mold, mildew and dust from collecting on interior fabrics.

DR. ELSEY'S[®] clean**protein**[™]

Dr. Elsey's clean**protein**[™] is a high protein cat food that naturally optimizes your cat's appetite and body mass through simple, high quality ingredients. Protein is an important nutritional profile in your cat's diet, with animal proteins having the highest biological value (BV) as compared to grains, fruits and vegetables. Dr. Elsey's helps promote a healthy, active lifestyle for all cats.

Increased protein can help slow age-related loss of lean body mass and support a healthy immune system. Contrary to popular belief, there is no evidence indicating that a high protein diet leads to kidney damage in cats.

Inspired by the protein levels found in natural prey, Dr. Elsey's clean**protein**[™] has over 90% animal-based protein and low oxalate by excluding plants commonly found in competitive diets to help ensure healthy kidney function and an active lifestyle. This is important in that plant material is high in oxalate and it has been estimated that 10 to 50% of urinary oxalate is derived from dietary oxalate.

Our feline friends require over 36% protein to prevent muscle wasting and over 50% protein to promote an ideal body mass. Dr. Elsey's clean**protein**[™] is 59% protein, which is like a cat's natural carnivorous diet. Studies have indicated that these normal levels of proteins do not cause kidney problems.



Phosphorus restriction, not protein restriction, is important when cats are just starting to have kidney compromise, i.e. increased water consumption and urination. Diets with restricted phosphorus can add months to years to the quality of your cat's life. Senior cats have an increase in protein requirements as they do not digest and assimilate protein as well as younger cats. Older cats also suffer from chronic muscle wasting. As a result, they need increased protein.

High levels of protein helps curb your cat's appetite to maintain a healthy weight. Protein is metabolized slower than other nutrients, resulting in an appetite that is satisfied for longer.

Because You Love Your Cat

Spay or Neuter Your Cat Spaying and neutering minimize behavioral problems for both male and female cats and eliminate the risk of unwanted kittens.

Take Your Cat to the Vet Take your cat to your veterinarian for regular shots and check-ups. Even a healthy adult cat should make a visit once a year. Kittens and older cats require more frequent check-ups.

Monitor Kidney Function and Healthy Urinary Tract

- + If your cat has interstitial cystitis, you need to enrich their environment.
- + If your cat has struvite crystals, maintain a normal urine pH between 6.0–6.5 on either canned or dry food.
- + If your cat has calcium oxalate crystals or stones, they need to be on canned food to increase moisture in the diet.

Protect Your Cat From Household Hazards

- + Avoid allowing cats to play with string or yarn that could cause intestinal problems.
- + Use caution with recliners and garage doors.
- + Discourage play with electrical cords.
- + Many houseplants are toxic to cats.
- + Some household products, like acetaminophen, ibuprofen and antifreeze, are harmful to cats.



\$1.00 Off

Manufacturer's Coupon
Exp. December 31, 2028

**One 40 lb Bag or One
20 lb Box of Cat Attract®**



CONSUMER: Redeem certificate at any participating authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail coupon, copy of purchase receipt, and invoice with coupon totals to Precious Cat, Inc., 6210 Clear Creek Pkwy. Cheyenne, WY 82007 along with your return address. A check will be mailed within 4 weeks.

Redeemable at all participating Dr. Elsey's retailers.
www.DrElseys.com



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\$1.00 Off

Manufacturer's Coupon
Exp. December 31, 2028

One 40 lb Bag of Ultra



CONSUMER: Redeem certificate at any participating authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

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www.DrElseys.com



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Manufacturer's Coupon
Exp. December 31, 2028

\$1.00 Off

One 20 lb Box of Kitten Attract®

CONSUMER: Redeem certificate at any participating authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail coupon, copy of purchase receipt, and invoice with coupon totals to Precious Cat, Inc., 6210 Clear Creek Pkwy. Cheyenne, WY 82007 along with your return address. A check will be mailed within 4 weeks.

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www.DrElseys.com



\$1.00 Off

One 40 lb Bag or One 20 lb Box of R&R® Respiratory Relief

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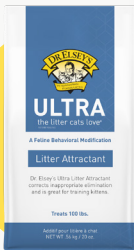
\$1.00 Off

One Bag of Ultra Litter Attractant™

CONSUMER: Redeem certificate at any participating authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

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Redeemable at all participating Dr. Elsey's retailers.
www.DrElseys.com



\$1.00 Off

One 20 lb Box of Paw Sensitive™

CONSUMER: Redeem certificate at any participating authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

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Manufacturer's Coupon
Exp. December 31, 2028

\$1.00 Off

One 40 lb Bag or One 20 lb Box of Clean Tracks®

CONSUMER: Redeem certificate at any participating authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail coupon, copy of purchase receipt, and invoice with coupon totals to Precious Cat, Inc., 6210 Clear Creek Pkwy, Cheyenne, WY 82007 along with your return address. A check will be mailed within 4 weeks.

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\$1.00 Off One 40 lb Bag or One
20 lb Box of Touch of Outdoors®
Manufacturer's Coupon
Exp. December 31, 2028



\$1.00 Off

One 40 lb Bag or One 20 lb Box of Touch of Outdoors®



One 40 lb Bag of Pine

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RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail coupon, copy of purchase receipt, and invoice with coupon totals to Precious Cat, Inc., 6210 Clear Creek Pkwy, Cheyenne, WY 82007 along with your return address. A check will be mailed within 4 weeks.

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Exp. December 31, 2028

\$1.00 Off

One 40 lb Bag of Classic

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\$1.00 Off One 7.5 lb Bag of
Stress Protection™
Manufacturer's Coupon
Exp. December 31, 2028



\$1.00 Off

One 7.5 lb Bag of Stress Protection™



One 8 lb Bag of Senior or Crystal Attract®

CONSUMER: Redeem certificate at any participating authorized retailer selling Dr. Elsey's Products. Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package.

RETAILER: We will reimburse you the face value of this coupon provided you and the consumer have complied with the terms of this offer. ANY OTHER APPLICATION MAY CONSTITUTE FRAUD. In the event you do not use a clearing house, this coupon will be redeemed directly by Precious Cat. Please mail coupon, copy of purchase receipt, and invoice with coupon totals to Precious Cat, Inc., 6210 Clear Creek Pkwy, Cheyenne, WY 82007 along with your return address. A check will be mailed within 4 weeks.

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DR ELSEY'S® Family of Cat Litters

Ultra

Our #1 selling litter with superior odor control perfect for multi-cat families and sifting or mechanical litter boxes.

Ultra+

Long-lasting with superior odor control and premium performance.

Cat Attract®

Guaranteed to bring cats back to the litter box with a natural herbal attractant and an ideal texture and particle size.

Clean Tracks®

Keeps litter in the box where it belongs with a low tracking formula that leaves your home free of dusty paw print paths.

R&R® Respiratory Relief

Low dust and hypoallergenic with natural essence to help cats with respiratory issues.

Classic

The original litter that started it all keeps cats happy, is hard clumping and makes clean up a breeze.

Kitten Attract®

The #1 training litter for kittens 8 weeks to one year with a kitten-specific herbal attractant.

Paw Sensitive™

Ideal granule size, providing a more comfortable texture for cats with sensitive paws.

Pine

Kiln-dried and no chemicals with superior odor control and environmentally friendly.

Touch of Outdoors®

Bringing the outdoor experience in with chemical-free prairie grasses and natural chlorophyll for odor control.

Stress Protection™

Low dust silica litter designed to help prevent stress that may lead to health issues and litter box aversion.

Senior

Silica litter with Cat Attract® and a finer grain to be gentle on paws for senior, arthritic, pregnant and overweight cats.

Crystal Attract®

Silica litter with Cat Attract® natural herbal attractant to bring cats back to the litter box.

Ultra Litter Attractant™

An herbal feline behavior modification and training tool guaranteed to bring cats back to the litter box. One 20 oz pouch treats 100 lb.

Urine Removal Program

Biodegradable cleaning solution designed to remove lingering odors and stains. Concentrate makes 1 gallon.



DR ELSEY'S®

High Protein Cat Foods

Dry Kibble

For all cats & life stages with real meat as the first ingredient, up to 95% animal-based protein, omega-3 fatty acids, no fillers or artificial preservatives and non-GMO. This high protein food helps promote a healthy, active lifestyle for your cat with veterinarian formulated ingredients to keep your cat and bag full for longer. A 6.6 lb bag of cleanprotein™ typically lasts between 30–58 days depending on the size of your cat.

Wet Pouches

For all cats & life stages with high quality animal-based proteins or fish as the primary ingredients. This high protein wet food is slow-cooked with ground meat and added liver pieces for a fresh pantry taste. Serve as a food topper or complete meal for balanced nutrition with a high moisture content. Features no byproducts or fillers, artificial flavors, colors or artificial preservatives.

Canned Paté

This high protein paté is a simple way to get balanced nutrition plus added moisture and features no byproducts or fillers, artificial flavors, colors or artificial preservatives.

Treats

Protein Bites are complete and balanced for all life stages. They can be enjoyed as a tasty treat or added to your cat's regular meal as a supplement. Meanwhile, our Freeze-Dried treats provide a simple, single-ingredient option that your cat will adore.

"One of my favorite things about the Dr. Elsey's brand is that we try to speak for the cats. Because of the efforts of people we've worked with, we've been able to save a lot of cats from shelters due to non-use of the litter box. With the perspective of a feline-only veterinarian, our company has been able to hone in on the things that cats really need." — **Dr. Bruce Elsey**

DR. ELSEY'S®

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