

# CAT HYGIENE FOR A NEW AGE

The guide  
to new standards of cleanliness



**Cat's Best**  
The Power of Nature

# WELCOME

If your cat feels loved and cared for when it comes to hygiene, they will pay you back with happiness!

In the following chapters, you will find a lot of expert tips and advice, as well as valuable details around cat hygiene and the plant-based Cat's Best litter – informative and easy to understand.

Your Cat's Best Team





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## CATS – WONDERFUL FRIENDS

Why do we adore our feline friends so much – that is a question mostly asked by people with certain prejudices. To them, cats are moody, uneducable, scratchy and smelly creatures!

Cats however are primarily beautiful, cuddly and enticingly elegant – admittedly, most of them are also strong-minded. When it comes to smells though, cat critics have to accept being contradicted vigorously: Cats are the most cleaning-obsessed pets that exist.



Several hours a day are reserved for thorough grooming. Hygiene and cleanliness to them is of highest priority! There is only one possible source for bad odours connected with keeping cats: the litter box.

However, if that is the case, it is rarely the cat's fault. The right handling of a cat toilet requires a certain know-how. Sharing this basic knowledge is the goal of the Cat's Best Guide to Cat Hygiene.

## WHY USE A CAT TOILET?

One toilet per cat and floor is the rule of thumb. This also applies when your cat belongs to the so-called outdoor cats, meaning those pets that like to spend the larger part of their time outside.

Even so the outdoor cat still appreciates the opportunity to go to the toilet at home – otherwise the carpet, bed or laundry basket may become subject to unwanted activity.

**RULE OF THUMB** for the minimum of litter boxes:  
Number of toilets = number of cats + 1

## THE IDEAL CAT TOILET

Each litter box should be replaced after a maximum of two years. Scraping and scratching can lead to miniscule cracks in the surface which can cause traces of material to settle. Plastic foil in cat toilets is never a good idea. The cat's claws get stuck in it and the resulting holes and cracks will cause urine to leak through.

The ideal cat toilet consists of high-quality plastic material, ideally both easy to clean and recyclable. It needs to be spacious enough for the cat to move around and turn here and there – also, they like to leave liquid and solid droppings in different spots. Kittens need a special cat toilet which is smaller and has a lower rim, as well as an entry aid.

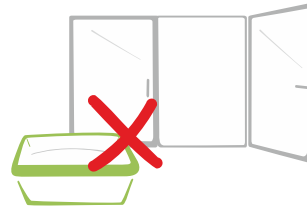




# LOCATION OF THE CAT TOILET

Humans give a great deal of thought on where to put their own toilet in a new house. This should also be the case with the cat toilet. The cat's natural need for discretion and peace should be met. Therefore, the toilet shouldn't for example be located below a window.

Please also avoid putting the toilet in vicinity of the feeding area or an environment prone to sudden noises or other disturbing factors (e.g. behind a door or adjacent to a washing machine or dryer). The cat toilet should be easy to find. It must also be easy to access and exit. Small and old cats should not have to climb stairs to reach their toilet.



# SETUP OF THE CAT TOILET

According to your cat's preference, the toilet can be either covered or open. A lot of cats prefer an uncovered toilet as they would never choose a cave for doing their "business" in nature. There are other cats who accept a lidded box. The decisive factor however is the size. The cat needs to be able to move around and may choose varying corners to leave its deposits.

Ideally, an open cat toilet will have a rounded rim. That way, almost no litter will leave the box. A special mat in front of the toilet helps to catch spilled litter, which can then be taken care of with a small vacuum cleaner, kept in close vicinity.



## Open boxes

- + More "head space"
- + Better airing
- + Some cats prefer to check the surroundings
- + Better suited for outdoor cats
- + Simulates natural situation, as cats do not use caves in the wild
- Cannot prevent tracking of litter



## Lidded box

- + Less distraction
- + Scraping to their heart's content
- + Litter stays inside
- + Available with coal filter and "door"
- + Preferred by shy cats
- Smell stays inside







## THE MOST POPULAR TYPES OF LITTER – PROS AND CONS

**Plant-based cat litter** makes use of the special capillary effect of wood fibres. Moisture is sustainably absorbed and unwanted odours are locked safely inside the fibre. Cat litter made of wood fibres is light in weight and especially economic in use. It is available in clumping and non-clumping variations. Plant-based litter decomposes naturally and completely and is therefore compostable.

**Mineral-based cat litter** is mined using open-pit methods. Often, additional substances are used to bind fluids and odours more efficiently. There are clumping and non-clumping variations of mineral-based litter. This type of litter weighs a lot and has to be disposed of via the domestic waste system.

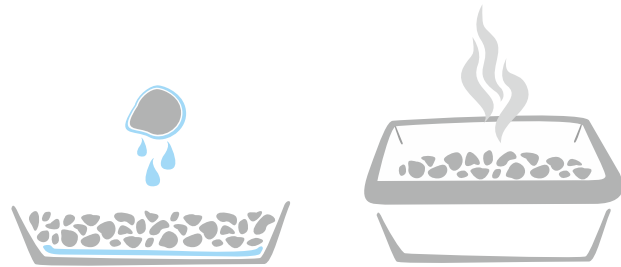
**Silica litter** consists of silica gel pellets. It is light and highly absorbent. However, it is only available in a non-clumping quality. Silica litter has to be replaced frequently and completely disposed of via the domestic waste system. The silica granulate creates loud rustling noises which can have an off-putting effect on some cats.

# “PROBLEM ZONE” CAT TOILET

Even the biggest cat lovers wrinkle their noses when unwanted odours from the cat toilet reach the living area.

The source are the moist deposits which are decomposing e.g. into ammonia with the help of bacteria. The particularly strong smell of cat urine and faeces can become even worse by using cheap food and litter.

By using conventional types of litter, the liquids often are only absorbed in parts. The remaining moisture collects at the bottom of the litter box: An ideal breeding ground for germs and bacteria, resulting in smells and bad hygiene.



**Disadvantage:** With conventional litter types, some moisture might “drip off” and collect at the bottom.





## SAVING LITTER WITH THE RIGHT SCOOP

By using the right type of scoop it is fairly easy to clean up soiled parts of the litter. Both the pet trade and the internet offer a large variety of products. The scoop should match the type of litter that is being used.

Especially easy and therefore economic is a partial clean. This is made possible by using clumping litter, such as e.g. Cat's Best Original, Cat's Best Smart Pellets or Cat's Best Sensitive. For the easy disposal of clumps, Cat's Best Special Scoops are the optimal choice.

With a 7-9 mm grid spacing, the clean litter will simply fall back into the box while you are taking out the soiled clumps.





## SMELL AVOIDANCE

### **This way, you can avoid unwanted odours:**

- Remove the soiled bits as quickly and completely as possible. Please remember the rubbish bin can also be a source for bad smells.
- Do not use foil inside the cat toilet.
- Replace the complete toilet every other year.
- Use a high-quality cat litter such as Cat's Best, which actively absorbs odours.
- Clumping litter is the best choice:  
Use Cat's Best Original, Cat's Best Smart Pellets or Cat's Best Sensitive. That way, you only need to remove the soiled clumps with a special scoop (e.g. the fitting type of Cat's Best litter scoops) – they are then discarded via the house toilet\* or the compost.

\*Please check your local waste disposal regulations.

# CLEANING THE CAT TOILET

It is best to clean the litter box with hot water and a neutral cleaner (wearing rubber gloves if possible). Chemical smells will keep the cat from accepting the toilet. Avoid disinfectants or agents containing pine, acid as well as ammonia.

Fill the cleaned cat toilet with a 5-7 cm layer of fresh litter.

Clumps and excrements should be removed frequently and replaced with fresh litter.

By the way, if you use Cat's Best you are in luck – a weekly complete clean out is a thing of the past. One basic filling lasts up to 7 weeks.

## **Getting used to a new type of litter**

Maybe you have not been happy with your usual brand lately and want to change, maybe to Cat's Best? If you do, mix more and more of your new litter with your previous brand. That way, your cat will have no problems with getting used to the new brand.



# “NORMAL” TOILET USE OR MARKING?

## Marking:

The cat sniffs a spot, turns around and hollows its back while treading with its back feet. The urine is sprayed horizontally against the marking spot. Marking is territorial behaviour meant to keep other cats at bay. Households with several cats are predestined to this behaviour.

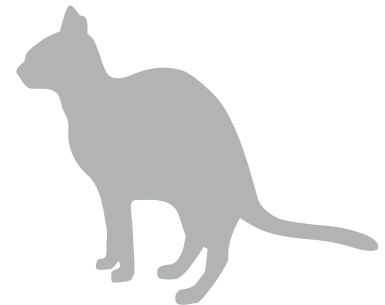
The marking sends a clear message to other cats: My house, my human, my food, my loo. Also castrated cats continue marking their territory.

## Normal toilet use:

The cat scrapes, sits down to perform its business and then turns to check before covering it. The inherited scraping reflex is the reason why cats prefer loose, natural litter.



Marking



Normal toilet use



## ACCIDENTAL SPILLING ...

Nothing worries the cat lover more than the fact that their pet becomes unclean. Drastic measures such as shouting, hunting the pet with water pistols or even pressing its face to the leavings can result in complete lack of trust and the opposite of the requested behaviour.

If your cat changes its normal behaviour, there is always a reason behind it. There is a whole range of reasons which need to be checked initially. However, if you stick to these basic guidelines, chronic misbehaviour is unlikely.



## UNCLEANLINESS AND MARKING MAY HAVE A NUMBER OF REASONS:

- Is the litter coarse, hurting the sensitive paws or has it been changed to a different kind abruptly?
- Is the cat toilet too small or not fitting, badly placed or dirty? Is the number of cat toilets sufficient?
- Is the cat new to the house and does it still have to learn about the location? Has the cat been away to a pet hotel or clinic and is therefore disoriented?
- Are there any health problems (bladder infection, diarrhoea)? Is the cat old and incontinent?
- Is the animal sexually mature but not castrated and therefore marking its territory?
- Is it stressed by a changed situation caused by e.g. moving, competition, new furniture, family growth, grief, separation, or varying presence of the pet owner?
- Is there a traumatic event the cat needs to digest (e.g. confrontation with a dog, new year's eve) or have intruders been using the cat door or otherwise threatened the cat's territory?
- Does the cat need more attention?

# IMMEDIATE ACTION REQUIRED!

The deed is done ... What now?

How do you get rid of both odour and urine marks? First of all, use a kitchen roll or an old towel to mop up the moisture; then proceed with a neutral soap or cleaner which does not contain ammonia – this would entice the cat even more to urinate!

Please avoid using acetic acid solutions which could even make the situation worse: Cats abhor the smell of vinegar and will try to “neutralise” it by urinating on the exact same spot again. That is the reason why you should always use an enzyme-based cleaner.

Thus you can combine a thorough cleaning with erasing any trace of smell.

If your cat is already fixated on using a certain spot outside the cat toilet, you should take immediate measures to make it unattractive again, e.g. by keeping the door shut or moving the furniture.

You can also move the feeding area to the chosen spot – no cat will “go to the toilet” where food is consumed!



## OUR ADVICE FOR PARTICULARLY PROFOUND CLEANING

1. The respective spot should be cleaned with hot water and a neutral cleaner.
2. Afterwards wipe the spot thoroughly with a cloth, wetted with cleaning alcohol (at least 40%) from the pharmacy.
3. Finally, treat the area with a special enzyme-based cleaner (available via pet trade or the Internet).

That way, any remaining fat traces and urine particles disappear, leaving the spot smell-free, even to cats.

# KITTENS LEARN QUICKLY

At the age of 3-4 weeks, kittens are old enough to get used to the cat toilet. There are special low-rimmed trays available on the market. They have extra low entries and a slip-proof entry aid. That way, the little ones can access and exit the litter tray more easily. As soon as kittens start eating solid food (aged 4-6 weeks), their mum will stop cleaning them. The cat toilet should be set up at this point, situated close to the nursing box.







# HOUSE-TRAINED WITH THE RIGHT LITTER

Young cats are extremely curious by nature and will explore the cat toilet for this reason alone.

To avoid unwanted effects caused by swallowed litter, small cats should be using plant-based, non-clumping litter such as Cat's Best Comfort, which consists of the pure plant fibres. Soon, the kitten will have learned that litter is not meant for eating. An especially deep cleaning of the kitten toilet is important, otherwise they will quickly look for alternative spots in the room. Praise and cuddles will help to connect the toilet use with positive emotions.



# ENVIRONMENTALLY FRIENDLY DISPOSING OF CAT LITTER

Cat litter creates 425,000 t/year – of which 400,000 t/year is mineral litter alone – of the overall household waste in Germany. As one of the highest single positions, it does not only generate smells and heavy waste loads, it also increases the waste collection fees. The average in traditional litter needed per cat and month amounts to 21 kg. This must be bought, delivered and disposed of after use. Whoever likes an easy handling and wants to protect the environment as well as save money, will not choose mineral cat litter – which needs to be disposed of via the residual waste. They will prefer a plant-based version which can be put in the organic waste bin or compost.

## **Disposal**

Any type of cat litter can be disposed of in the household waste. Depending on volume and weight, this can result in considerable costs. By using e.g. Cat's Best, the waste volume can – due to the much lower amount of litter needed – be reduced by up to 90%. This fact saves a lot of money and helps protecting the environment.

### **Economy**

Cat litter should not only be environmentally friendly but also economically efficient, such as e.g. Cat's Best. Cat's Best uses the natural power of refined active wood fibres and is therefore especially economical. Only 2.1 kg are needed per month – one tenth of the amount of traditional litter! Thus, with Cat's Best “Less lasts longer!”



# DISPOSAL VIA ORGANIC WASTE BIN AND COMPOST

Compared with conventional mineral cat litter, which can be disposed of in the household waste only, plant-based cat litter can be added to the natural cycle of substances in several ways, environmentally friendly, economical and odourless.

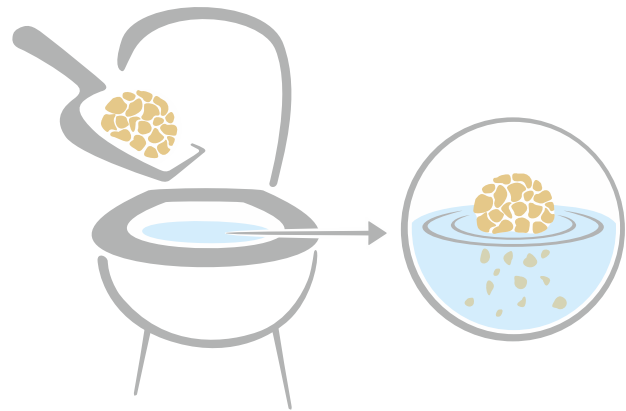
Plant-based litter such as e.g. Cat's Best is up to 100% biodegradable and can be disposed of in the organic waste bin\* or compost.

**TIP:** To achieve a fully usable, perfect compost, it is recommended to allow at least one year for processing.

# DISPOSAL VIA THE HOUSE TOILET

With some plant-based cat litters such as Cat's Best, individual clumps can be disposed of in the household toilet\*.

Please dispose of only one clump at a time in the toilet. Allow for it to dissolve and flush with plenty of water. Never dispose of more than one clump at a time! Please be aware that the household toilet is not suitable for a complete change of the litter box.



\*Please check your local waste disposal regulations.



# N°1 PLANT-BASED LITTER WORLDWIDE – WITH ACTIVE WOOD FIBRES

Cat's Best tackles odours naturally and actively upfront. As smells occur in connection with damp surroundings, they are best controlled by absorbing moisture. With its technologically refined active wood fibres, Cat's Best makes sure that unwanted odours stand no chance – they absorb moisture and encapsulate it permanently: No moisture, no bad smells!

Odours are controlled permanently that way and the litter can remain in the cat toilet for up to 7 weeks before a complete change is necessary.



**Cat's Best Advantage:**  
Moisture and unwanted smells are encapsulated permanently by active wood fibres.

# CAT HYGIENE FOR A NEW AGE

**The innovative cat litter that combines nature with science.**

Nature invented a clever way of absorbing moisture and transporting it from the roots to the leaves. Following that example we developed Cat's Best!

Our cat litter is completely based on plant-material and utilizes technologically refined active wood fibres to absorb moisture and odours instantly and encapsulating them deep inside. That's why Cat's Best can remain in the litter tray for up to 7 weeks before a complete replacement is due.

A neat solution: Absolutely natural and perfectly comfortable for both pet and owner.

As the first litter of its kind, Cat's Best has done pioneering work for many years:

Refined in a complex, technological process, the active wood fibres can absorb and encapsulate up to seven times their own weight – completely natural, safe and species-appropriate. This guarantees natural cleanliness all around!

With its unique functionality, Cat's Best sustainably supports hygiene and health as well as the emotional well-being of your cat.

**Cat's Best**  
The Power of Nature





## SAVING MONEY WITH CAT'S BEST

Hard to believe but true: For a grown cat you need up to 250 kg of cat litter per year! Every cat owner knows what this means in every day life. It is therefore advised to check weight, usage and ecological aspects before choosing the litter.

As opposed to traditional cat litter, one filling with Cat's Best can last up to seven times longer in the litter box! Cat's Best cat litter is not only ecological and easy to transport, but also 100% compostable. This means considerably less waste and cost - e.g. by saving waste collection charges.

# UNIQUE ODOUR ABSORPTION WITH ACTIVE WOOD FIBRES

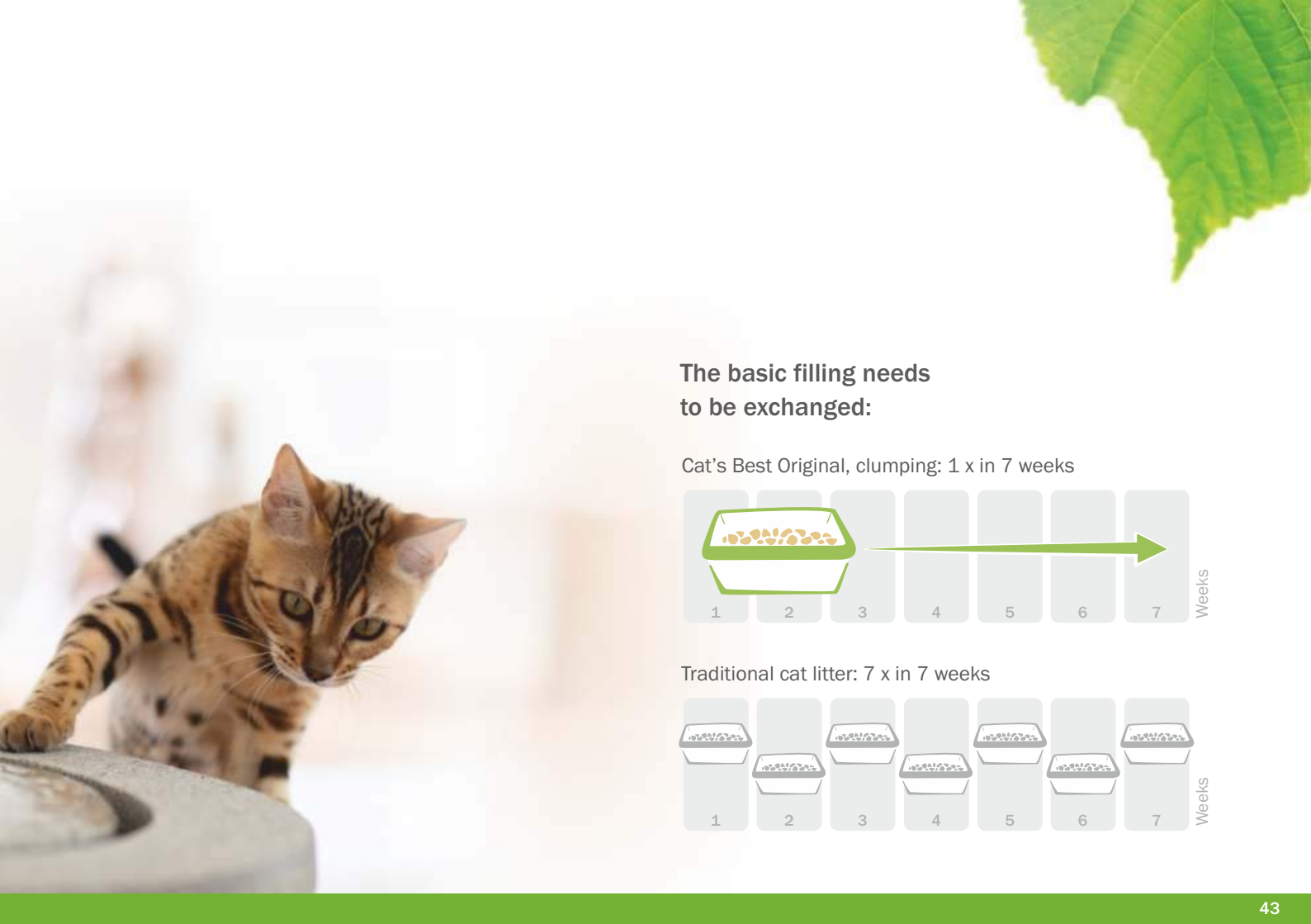
- **Cat's Best Original**  
Fights odours in a naturally active way
- **Cat's Best Smart Pellets**  
Stops scattering and tracking
- **Cat's Best Sensitive**  
Provides naturally anti-bacterial hygiene
- **Cat's Best Comfort**  
Perfect for young cats



# CAT'S BEST – THE FIRST CAT LITTER OF ITS KIND

- The first cat litter made of technologically refined active wood fibres.
- Absorbs up to 7 times its weight.
- 100% natural, biologically degradable and compostable.
- Clumps can be disposed of in the household toilet.
- Low dust levels and free of allergens.
- Economical: 4.3 kg/10 l Cat's Best last up to 7 weeks.
- Three times lighter than traditional litter.



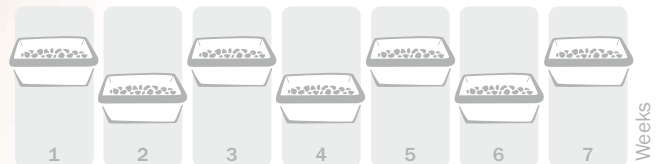


### The basic filling needs to be exchanged:

Cat's Best Original, clumping: 1 x in 7 weeks



Traditional cat litter: 7 x in 7 weeks





## CAT'S BEST – EVERYTHING YOUR CAT CAN WISH FOR

As nature invents ingenious things, Cat's Best was developed using plant-based raw materials: A hygienic and sustainable pet product with unique functional aspects. Highly absorbent, economical and odour-neutralising, it turns the world of pet hygiene upside down.





# CAT'S BEST – THE AWARD-WINNING CAT LITTER

Cat's Best is often to be found on the winner's podium!  
Leading both in function and its price-performance ratio.

Independent product test ratings have listed Cat's Best as  
number one again and again over the past years:

- “Öko-Test” magazine, 1/2010 –  
Test result: Excellent
- “Stiftung Warentest” magazine, 1/2014 –  
Test result: Excellent
- “Konsument” magazine, 1/2014 –  
Test result: Excellent



# CAT'S BEST – IN SYNC WITH NATURE

All pet hygiene products by JRS, J. Rettenmaier & Söhne, are based on a natural, ecological and sustainable litter concept. The production process uses plant fibres of selected woods only. A responsible, considerate handling of natural resources marks the extraction of our plant-based, renewable raw materials from sustainably managed woods close to site.

- Exclusively made of secondary raw wood materials. No trees are cut down for Cat's Best
- 100% natural and without any chemical additives
- Completely biodegradable
- Entirely sustainable –  
Cat's Best is made of PEFC certified resources



Natural material cycle  
of renewable raw materials

# JRS COMPETENCE BRAND PROGRAMME

## Innovative technology

JRS is a global market leader for natural, functional wood fibres and additives. Their versatile functions and attributes benefit all of the JRS pet hygiene products: Apart from Cat's Best, there is Dog's Best, the clean hygiene solution for small dogs and puppies – as well as CHIPSI, the comprehensive small pets programme for rodents, birds, exotic pets and farm animals.

Natural, re-growing raw plant materials are used for the latest in environmentally friendly production processes, resulting in pet hygiene products with extraordinary functional benefits. QM-certified according to ISO, PEFC, Bio (Organic) and EnMs.



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**J. RETTENMAIER & SÖHNE**  
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by Nature

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# ENJOY LIFE WITH YOUR CAT!

This guide and Cat's Best aim to contribute to that.

For further advice and tips on happy co-living and the general well-being of your cat, visit [www.catsbest.net](http://www.catsbest.net)



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