



FOR IMMEDIATE RELEASE

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PRESS RELEASE

Balance Matters: Smart Treating for Healthier, Happier Cats

Expert advice from Dr Claire Jenkins as part of the Paws Up For Health campaign presented by Breeder's Choice, focusing on achieving the perfect balance between treats and meals.

APRIL 2025: AUSTRALIA – Striking the right balance between treats and meals is essential to maintaining your cat's overall health. Overindulging in treats can lead to obesity, nutrient imbalances, and other health issues, while a balanced approach ensures optimal nutrition and well-being. As part of the **Paws Up For Health campaign presented by Breeder's Choice**, Dr Claire Jenkins, Breeder's Choice Vet Ambassador and founder of VetChat, shares practical guidance on how to treat responsibly.

"Treats are a great way to bond with your cat, but they should never replace nutritionally complete meals," says Dr Jenkins. "By following simple guidelines like the 90/10 rule, you can keep your cat healthy and happy while still enjoying those special moments."

Top 5 Tips for Responsible Treating

- 1. Follow the 90/10 Rule**

Ensure that 90% of your cat's daily caloric intake comes from nutritionally complete meals and limit treats to 10% or less. "This rule allows you to reward your cat without compromising their overall diet," explains Dr Jenkins.

- 2. Choose High-Quality Treats**

Select treats made from natural, wholesome ingredients. Breeder's Choice Tasty Treats are an excellent option, crafted with high-quality ingredients to ensure your cat enjoys a healthy reward. "Providing nutritious treats helps you support your cat's health while giving them a little indulgence," adds Dr Jenkins.

- 3. Use Treats as Occasional Rewards**

Treats should be reserved for special occasions, training, or to reward good behaviour—not as a regular part of their diet. "Frequent treating can lead to overfeeding, so keep it occasional and meaningful," advises Dr Jenkins.

- 4. Consider Your Cat's Activity Levels**

Adjust treat portions based on your cat's activity and energy levels. Less active cats require fewer calories overall, making portion control especially important.

- 5. Incorporate Treats into Enrichment Activities**

Use treats to stimulate your cat mentally and physically by incorporating them into puzzle feeders or interactive play. "This makes treating fun and encourages natural behaviours like hunting and foraging," says Dr Jenkins.

Why Cat Owners Trust Breeder's Choice

Breeder's Choice has long been a trusted name among cat owners. It offers eco-friendly solutions that support feline health and sustainability. From its Tasty Treats to its recycled paper-based cat litter, Breeder's Choice provides products that align with the values of modern pet owners.

"Balancing nutrition and treating doesn't have to be complicated," says Dr Jenkins. "With the right choices, like Breeder's Choice products, you can support your cat's health while being mindful of the environment."

Celebrate Feline Health This April

Throughout April, Breeder's Choice's Paws Up For Health campaign offers practical advice, engaging activities, and expert insights to help cat owners enhance their pets' well-being. By focusing on responsible treatment, Breeder's Choice empowers cat owners to build healthier, happier relationships with their feline companions.

For more expert tips, informative blogs, and interactive activities, visit Breeder's Choice's website or follow their social media channels. Let's treat responsibly for the well-being of our cats!

Media Kit is available for download from [INSERT LINK].

Interviews with Dr Claire Jenkins or Steve Adams are available on request.

Product Samples are available on request.

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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.