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PRESS RELEASE

As part of the Breeder's Choice Vet Education Series

Spring Clean Your Cat's Litter Box: 5 Vet-Approved Tips for a Fresher, Happier Home

Easy expert-backed tips to keep your cat's litter box clean, odour-free and spring-ready

AUSTRALIA, September 2025 - Spring is in the air, which means it's the perfect time for a fresh start and not just for your home! But for your cat's litter box too.

With warmer days and higher humidity, odours can build up faster, making regular maintenance more important than ever. To help, Breeder's Choice has teamed up with veterinarian Dr Claire Jenkins to share five simple tips for keeping your cat's litter box clean, comfortable and odour-free this season.

1. **Scoop daily**

Removing solid waste every day is the easiest way to stay ahead of smells and keep your cat happy.

2. **Refresh weekly**

Empty the box and replace the litter once a week, giving the box a quick wash with mild soap and warm water before refilling.

3. **Skip the harsh chemicals**

Avoid bleach or strong disinfectants, which can put cats off using their litter box. Stick to gentle, unscented cleaners.

4. **Choose the right litter**

Not all litters are created equal. Natural, dust-free options like Breeder's Choice, made from recycled paper, are gentle on paws, absorb odours effectively and create less mess around the home.

5. **Watch the weather**

Warmer temperatures and humidity can intensify odours and moisture. Switching more frequently in spring will keep things fresher for longer.

"Cats are fastidious creatures, and a clean litter box is essential for their wellbeing," says Dr Claire. "By following these simple steps, you'll create a healthier environment for your cat and a fresher home for the whole family."



Breeder's Choice litter is proudly made in Australia from 99% recycled paper, offering a sustainable, dust-free choice that both cats and their owners love.

For expert tips on caring for your cat and to explore the full range of sustainable Breeder's Choice products, visit www.breederschoicecats.com.au.

Samples are available upon request via our media contact.

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

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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.

