

PET CANDY

JUNE 2022

5 THINGS

YOU CAN
DO TO BE
MORE
EARTH-
FRIENDLY

5

REASONS

WHY A CAT IS BETTER
THAN A KID

5 of the
COOLEST
CAT TOYS

5 WAYS
CATS MAKE US
LAUGH

DOES
MY CAT
LOVE ME?

FIVE WAYS
TO HAVE AN
ADVENTURE
WITH
YOUR CAT

Molly DeVoss

**How a cat behaviorist is making
shelter cats less stressed**

+ much more

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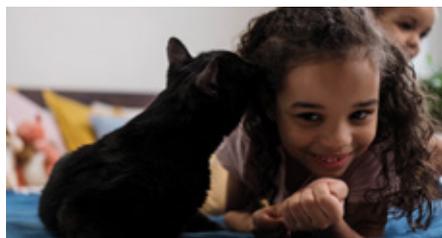
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Welcome to the world of
PET CANDY

by Dr. Shannon Gregoire



This month we are so excited to pay tribute to the species who is known for running their households – cats! Cats have long been members of our homes, often being the pet-in-charge with their suave attitudes and curious hunter dispositions. I am here to tell you that YES, it is possible to train your cat!

My own kitty, Simba, will come to me when called and sit- just like a dog!

The world is obsessed with cats! Did you know that more than 400 million cats live across the globe? 42.7 million US households have at least one cat. While you may love your cat to death, you may not be fully aware of how cool she is. Cats have nearly twice the amount of neurons in their cerebral cortex as dogs and that they have the largest eyes relative to their head size of any mammal.

The Ancient Egyptians got it right, they revered cats and even worshipped a half-cat goddess named Bastet. They also had harsh legal sentences, including the death penalty for anyone who harmed cats. Bastet, by the way, is the name of the Pet Candy office cat who's featured in my arms above.

This month we are dedicating the magazine to cats and that's why we picked cat expert, Mollie DeVoss and her kitty, Tabasco as our cover models. Mollie, a cat behaviorist, is doing some great stuff for shelter kitties in collaboration with Vitakraft and we want to tell you all about it.

I want to thank our amazing writers who helped put together this issue and Pet Candy intern, Maya Sullivan, who teamed up with her own cat, Milo, to make this issue extra special.

Tag us @mypetcandy and show us how your cat training is going! As always, we aim to bring you the most inspirational and leading-edge voices to improve the lives of you and your furry family members!

We love you for reading!!



Meet Cat Behaviorist and Kitty Whisperer, Molly DeVoss

Everyone has heard of dog whisperers. They are those people who naturally seem to be able to communicate with canines and can “talk” to dogs, often with the goal of training them to be better behaved pets.

But have you ever met a cat whisperer?

If not, this is the purrfect opportunity for you to learn about Molly DeVoss!

As a Certified Feline Training and Behavior Specialist, and Cat Behavior Consultant, DeVoss is an authority figure on all things feline. And though she admits that whispering to cats isn't all that effective, she has studied the anatomy of cats, developmental behavior, and causes of behavioral issues. She tells us that this, “combined with my acute sense of observation and feline intuition makes me better at understanding what a cat is experiencing, earning their trust and working with them for the best possible outcome.”

Today, My Pet Candy answers the question “What is a Cat Behaviorist?” Plus, we share Molly's helpful tips on how to keep kitties happy, healthy, and in loving homes (as opposed to in shelters or out on the streets).

Introducing, the incredible Molly DeVoss!

What is a Cat Behaviorist?

Did you know?

According to global cat population estimates, there are 400 million cats in the world. This includes pets, strays, and feral populations. With so many cats, there is a dire need for people who are dedicated to feline welfare. Thankfully, this is where Cat Behaviorists like Molly DeVoss shine.

“I've related to cats my whole life,” DeVoss recalls. “Much better than I relate to people and other species.”

Being a Cat Behaviorist, she uses positive reinforcement to modify and prevent unwanted behaviors in cats. For example, aggression, scratching, hissing, potty accidents outside the litterbox, etc. Her job relies upon a deep-rooted knowledge of feline behavior and behavior modification to help guardians enable their cats to express natural behaviors. Ideally, in ways that are preferable for both the humans and cats.

In 2017, she achieved certification as a Certified Feline Training & Behavior Specialist and Cat Behavior Consultant. However, Molly has been working with shelters since 2008.

Yet her passion for cat education doesn't stop there!

“I started a non-profit called Cat Behavior Solutions and a weekly podcast called Cat Talk Radio and have amassed a huge amount of cat ownership resources that are free to the public and designed to keep families together,” she says.

Molly's ultimate goal?

To help people train cats at home so they are better behaved and less likely to end up on the streets and in shelters.

The #1 Reason Why Cats Are Surrendered to Shelters

Speaking of animal shelters...

Sadly, hundreds of thousands of cats are euthanized in the USA each year. And almost always, for preventable reasons. Molly DeVoss knows this. That's why she spends so much time and energy working with pet parents.

DeVoss explains, "Many cats have behavior issues in the home that result in rehoming. Nuisance behaviors are one of the main reasons cats are surrendered to shelters."

Once in the shelters, she provides resources and support for intake desks, in hopes of keeping families together. DeVoss gives shelter staff and volunteers behavior modification tools to help these cats learn trust and build confidence, which helps them to find a new home more quickly. She also teaches cat handling and enrichment to shelters.

"The shelter setting is very unsettling for cats, who are territorial homebodies who rely on routine and control," Molly says. "Many of them are overwhelmed with the scents and sights of other cats, the loud noises, dogs barking, change in food, and being stripped of choice. They react by shutting down or with defensive aggression."

Luckily, Cat Behaviorists like Molly exist. They play a key role in preventing pet surrenders and rehoming shelter cats.

Enhancing a Cat's Adoptability Takes Training (and Yummy Treats!)

How do you modify a cat's behavior?

With delicious treats, obviously!

To help cats become more adoptable, Molly DeVoss suggests a combination of training and treats. Unlike dogs, cats evolved as a solitary species, with no social hierarchy. As a result, they are much more motivated by fulfilling their own self interests...like eating food. Vitakraft Cat Treats are one of Molly's favorite recommendations. The reason Vitakraft Cat treats work is that cats need variety and each cat has a different way of responding and behaving. Vitakraft offers multiple textures and types of treats including liquid, gel, morsels and sticks to meet the needs of different cat personalities.



She explains, "Without a super yummy treat, a cat won't be motivated to get out of their comfort zone. In this case, "comfort zone" is being safe, defending itself or frozen in fear. We want the cat to take a chance on us so we can prove we warrant their trust. If the cat won't move, or won't eat, it's very challenging to make progress."

Final Tips to Keep Your Kitty Happy

Cats form extremely close emotional bonds with people.

So, it's up to us to do everything in our power to keep them happy and healthy.

Experts like Molly DeVoss make it easy.

She ends by offering the following ideas. First, create an environment where the cat can exhibit its natural behaviors. A cat feels secure when there are enough resources. This includes space, lounging areas, scratching posts, pathways, litter boxes, interactive games, affection, toys, and nutritious food. I highly recommend the Vitakraft Lick 'n' Lap line, as well as the Lick 'n' Lap Treats, Smooth Jelly, Meaty Gravy, Gourmet Jelly Snacks, Meaty Morsels, Purrsticks and Souprise Snacks. Cats love them!

By following her advice, pet parents everywhere can have purrrfectly content and well-behaved cats!

For more information about Molly DeVoss go to www.cattalkradio.com

For more information on cat treats go to <https://www.vitakraft.us/cats/>



Once a Cat Person, always a *Cat Person*

Melinda Dawn

Some people grow up, never having lived with a pet, or maybe just with a dog. And then one day when they're a young adult and have their own place they have the opportunity to adopt a cat. They may think they'll eventually adopt a dog too, and they might. But once you have your first cat, you'll forever be a cat person and have to adopt another one and another one and another one...

Why Always a Cat Person?

There is something about cats that makes them so cute and cuddly and extra special. And while many cat owners look after feral cats who don't ever come near them, even more have cats that actually bond to their humans. And when that happens, there is no going back. That warm and friendly purr, along with those adorable eyes, will make us bond forever with cats. We'll even go so far as to let all the neighbor's cats inside our homes.

Are There Pheromones Involved?

Humans smell pheromones from other humans that can make them attractive, and cats can sense each others, but actually, no, human noses cannot smell these on a cat. If you've ever sniffed your cat's head though, their cat fur does smell good! Strangely, cats can smell us when we release our pheromones. This is often how they know when a human is a cat person, as they release happy chemicals when they see a cat. If that human releases hateful or scared chemicals, the cat will steer clear.

How Long Does It Take?

Some people become cat people as soon as they see a cute kitten. For others, it might take them a few months while their new cat gets used to their new home and becomes affectionate with their new owner. Many cat owners may never even realize what is happening. One moment they believe they're doing a good thing in adopting a cat but won't get another one again, but after a few years, realize that they really do need another cat in their life!

Cats have been training humans for millennia to not only care for them, but to also be crazy cat lovers. It really doesn't take much. It begins with a cat deciding that you are their human, and that they will adopt you right back. And after that, we're really helpless. We go along with it, but when no one is watching, we snuggle up to our cats and give them all the kissies and cuddles that they could ever want!



5 of the Coolest Cat Toys

Dr. Jill López

It's important to keep our cats entertained, otherwise they'll get into our stuff, potentially causing permanent damage. Cats need their own cat toys to keep them busy and entertained when you are busy around the house. Here are five of the coolest cat toys to keep them happy and occupied.



1 Little Critters.

Wild cats in nature love to hunt for food. A domesticated house cat is no different, except that they'll simply hunt and play, as you provide all the food they could desire. Little critter toys such as mice, rats, and fish will keep your cat entertained for hours.

2 Fishing Pole Teasers.

These types of toys can involve critters, balls, or string, but are attached to a fishing pole. This enables you to interact with your cat, but to stay at a safe distance. This type of toy may be ideal if you've adopted a feral cat or one who hasn't settled in yet.

3 Interactive Toys.

There are a few different types. One can involve placing a treat inside a ball, and the cat must roll it around to get the treat out. There is also the circular type where the cat moves the ball around in circles, or the battery-operated type that has a wand that moves around while your cat bats at it.

4 Catnip Toys.

These types of toys are filled with catnip so your cat will not only bat it around but also be able to chew on it to experience the benefits of the catnip. They can vary from critters to balls to other shapes. These are great toys to provide at your bedtime, as your cat will have their fun, experience the catnip, then be ready to go to sleep.

5 Balls.

Small balls seem like such a basic toy, but most cats love to bat them around the room. Some can be solid, while others can be plastic with a bell inside, or make an electronic chirping noise as they move. There are different sizes, but your cat will prefer smaller ones that move like tiny mice. Your cat may even learn to bat the toy right back and you so you both can play "catch".

Try one each of five of these coolest cat toys. You cat may prefer their favorites, so you can go out and buy them a few extra. And don't forget that your cat(s) will also love it when you play with them too!



5 Things

You Can Do to Be More Earth-Friendly

-Giselle Richardson

While humans are responsible for caring for their cats, the products that cats use can also have an impact on the environment. Here are just five things you can do to be more earth-friendly as a cat owner.

1 Recycle.

Cat food cans can be rinsed out and placed in the recycling bins, while you can purchase dry cat foods that are in paper-based bags that can go in the paper recycling bin. Cardboard from cat toys, beds, and tags can be recycled too. Any types of flexible plastics can also be recycled, or if your city doesn't pick it up, you can hold onto it and drop it off at your nearest depot once a month.

2 Choose biodegradable litter.

Biodegradable cat litter will more quickly decompose in the landfills. There are even some types that you can empty into your garden, but unless you live out in the country, that's probably not advised. Look for packaging that can be easily recycled too, such as paper bags or in cardboard boxes without interior plastic.

3 Don't flush cat litter.

In the past, it was common practice to buy a toilet-flushable cat litter. Now, it's not recommended that you flush it. The reason isn't because it will clog up the city's sewage system, it's actually because it places a heavier burden on waste water treatment plants. They have to utilize excess chemicals to kill microorganisms in the water. Cat poop provides extra challenges as cats have different microorganisms than humans do (ie. toxoplasmosis). Ease the burden by scooping the litter into paper bags, then disposing of it.

4 Upcycle to make cat toys.

Instead of buying plastic cat toys from the store, make your own toys from your old shirts and catnip. Once they're all torn up, you can dump the catnip into the organics bin.

5 Give away stuff.

Cats can be fussy and turn their noses up at cat beds, scratchy posts, toys, and even food. If it's something that can be stored away for a month or two, then do that. Your cat may like it next year. If it's cat food that may expire, offer it to your friends with cats. Don't just toss stuff out because your cat doesn't like it.

Product waste is a big concern for humans and pets in the future. We want our successors to have happy successful lives too! Be sure to be as eco-friendly as you can when you buy and recycle products for cats.

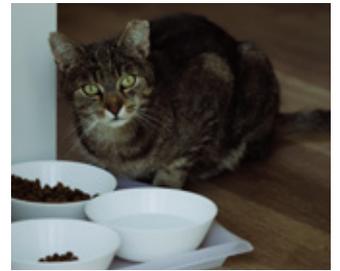


New Cat?

Here Are 5 Things You Must Have

Dr. Jill Lopez

Are you preparing for the arrival of a new cat or kitten? It's important to have everything in place, as you're going to be busy when they first arrive in their new home. Here are ten cat things you must have to prepare for their arrival.



1. Litter Box with Litter.

Plan on one litter box per cat. If your house has multiple levels, add another box so they won't have to travel far if they need to go. Choose a sustainable cat litter but consider any known allergies for humans or cats and avoid those types. (Wheat, corn, and coconut are some sustainable suggestions.)

2. Cat Bed with Blankets.

Cats love to sleep on our beds but they should also have their own bed where they can sleep during the day. Cover it with a small cat blanket to make it easier to wash on a regular basis. Cats love to be near us, so place their cat bed in your home office, the living room, kitchen, or wherever you normally spend most of your time.

3. Scratching Post.

Cats need their own scratching post and that means one that's tall and covered with carpet, not a cardboard scratcher that's going to fall apart in two weeks. Buy one that's sturdy, so your cat can confidently stand up and do their scratching.

4. Cat Food Dishes & Utensils.

Buy your cat their own set of dishes for wet food, dry food, and water. Also include utensils, so you can scoop out their food with their own spoon, not your own. You may want to place the dishes over a tray, so that a minimum of cat food ends up all over the kitchen floor.



5. Plenty of Toys.

Cats need toys to keep them stimulated, give them exercise, and help them work out all that energy they may get after eating. Toys also keeps them focused on their own possessions, rather than getting into your own items and chewing them up.

As soon as you hear that your adoption application has been accepted for a kitten or cat(s), head to your local shop to buy the supplies you need. If you have a favourite online shop, visit it to place your order. Soon your new cat will be ready to move into their new home!

You Will Be Shocked At How Cool These 3 Cat Breeds Are

It's not too often we see unusual cat breeds outdoors, so unless our friends have some purebred cats, we aren't aware of how fascinating and adorable they can look. You will be shocked at how cool these following three cat breeds are.



1.

The Maine Coon Cat.

Maine Coon cats were originally bred in Maine. If you have ever seen one in person, the first thought that comes to mind is that you've come across a wild cat and you should run. But you should know that these cats are actually just over-size kittens that can get up into the thirty-pound mark. They have long pointy ears and big fluffy tails. They are also extremely affectionate.



2.

The Bengal Cat.

Another cat that may make you stop and wonder if they'll attack is the Bengal cat. These cats look a bit like tiny leopard kittens, with similar coat patterns. They have actually been bred over many years from crossing domestic house cats with the Egyptian Mau cat breed, and the wild Asian leopard cat, very close in relation to our house cats. These cats are quite active and inquisitive, so you may often see them outdoors on leashes so they can work off all that pent up energy they naturally have.



3.

The Sphynx Cat.

You may have heard of these furless cats, but when you see one in person you may be surprised. They have different skin colors. Breeding was encouraged in the 60s in Toronto, Canada, when a cat was born with not much fur due to a genetic mutation. This cat has been bred since then through selective breeding. Despite not having that soft fur to pet, they are still cats, and quite interesting to look at. You can see what a cat truly looks like under all that fur! You'll have to take extra care with these cats, as they are susceptible to temperature fluctuations, and need to be kept indoors most of the time.

Until you see them up close, you'll just think about how adorable some of these cat breeds really are. At first you'll wonder if they're friendly (best ask their humans first), then realize that they act the same way as other cats do, as well as having the same needs that regular house cats have too.



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5 Reasons Why a Cat is Better Than a Kid

Author Arlene Torres

We're here to present our case to you as to why a cat is a million times better than adopting a goat. For one, you can litter box train a cat... but seriously, having a cat is way better than having a human child too! And here is why!



1. That face! If you already have your own cat then you know how they love to look adoringly at you several times a day, and this doesn't even include when they want to be fed. Cats love their main human and they show it by purring and narrowing their eyes.

2. They're clean & tidy. Cats are much cleaner than children. They'll wash their paws and face after a good meal. They'll clean their butts and be sure that you are watching when they do it. They cover their stinkies in the litter box when they're done. This is definitely way more than any human baby could ever do.

3. Their toys are cheaper. Not only don't you have to buy cute little outfits for your cat (well, you could but have fun getting it on them!), but also cat toys are more affordable than children's toys. And once your cat is a teenager they won't demand that you buy them a computer, tablet, and cell phone! (Though they do have laptop scratchy posts for cats.)

4. They quickly forgive. If you're late filling up that food dish by even five minutes then your cat is sure to let you know. But they also have short memory spans and will quickly forget. After they have their meal, they won't hold a grudge. They'll cuddle up to you while you watch TV or do your remote work on your computer.

5. Your stuff won't go missing. You won't find a lot of your possessions going missing if you have a cat, but if you do, you can easily check under the bed or couch to find what is missing, without fears that your items were taken to the local park or school. (Well, unless your cat is indoors-outdoors!)

Cats are still a lot of work, but most cat owners say that it's far more rewarding caring for a cat than a fellow human. Cats make great companions for when you're feeling lonely, but don't want to make a huge lifetime commitment to another human being!



5 Ways Cats Make Us Laugh

Cats are a lot more relaxed inside their homes. Outside, they're aloof and careful who comes near them. Inside, they can do a lot of silly and crazy things. Here are just 5 ways cats make us laugh when we least expect it.

1. They get the zoomies. The zoomies generally occurs after they've done a big stinkie in the litter box. Some cat owners wonder why it happens. Basically, happy chemicals are released when they've done their business, giving them energy to run around the house after. This can make us laugh, even though we must go into the bathroom to deal with it.

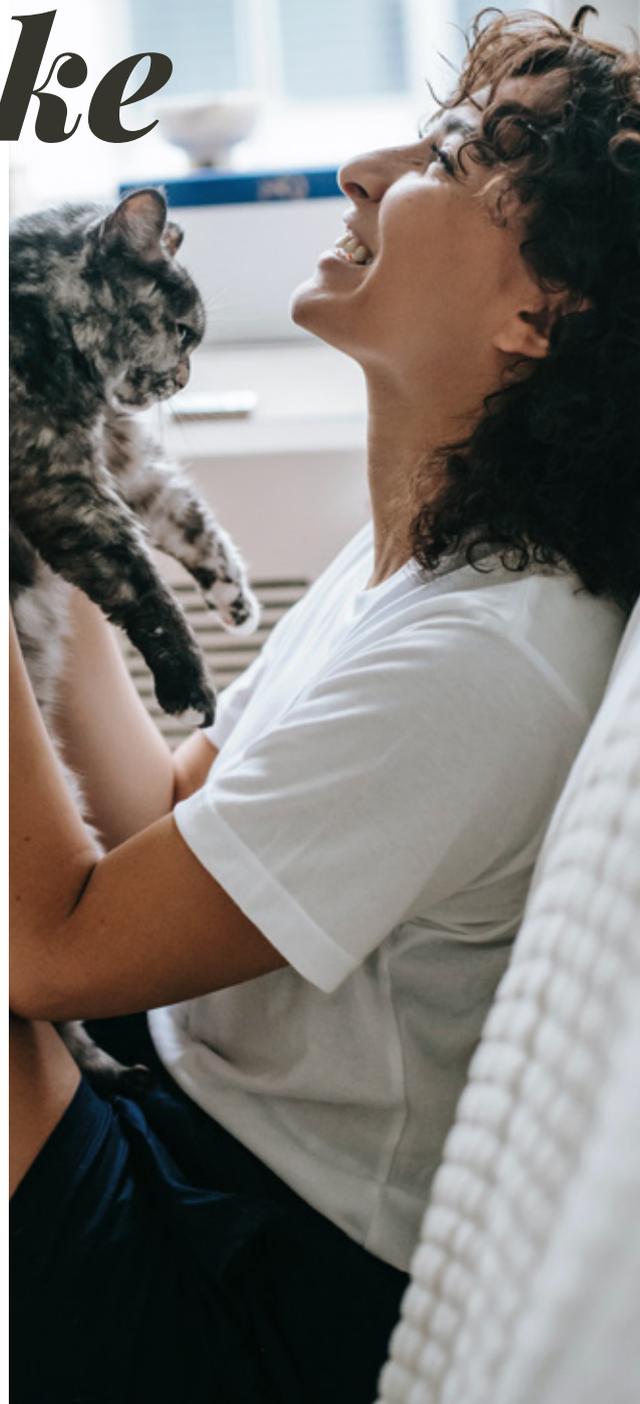
2. They attack their toys. Cats love to play with their toys, and it can make us laugh. Much of their play is based on hunting instincts, though most house cats probably wouldn't know what to do with live prey if they caught it. They would probably befriend it and have another warm body to cuddle up to in bed!



3. Chirping at birds. If you've ever witnessed your cat chirping at birds through the window, it may have made you puzzled. If your cat makes funny sounds, wouldn't that warn the birds away? The truth is that cats are pretty smart and don't make those sounds outside. They make them inside because they're frustrated that they can't go out and play. But it still makes us laugh! This must be one of the unique ways that separates house cats from wild cats.

4. They eat one bite of food. Most cats do this. They bug us for half an hour that they're starving to death. You get up from your Zoom call and give them their food. They eat one bite, then leave to have a nap. All you can do is laugh at this ridiculous cat behavior. But in nature, cats do the same. They'll return again and again to enjoy their meal.

5. Morning stomps. Does your cat wake you up at 5 am? It is probably because they're starving to death (even though they still have a bowl full of crunchies beside the wet food dish). If they're like most cats then they'll stomp over your body, back and forth, and perhaps even swat you on the face to wake up and attend to their every need. They may even add some caterwauling to this purrformance.



If cats were humans then we'd quickly toss them out the door. But they're not – they're cute, adorable, and often affectionate and cuddly! When they do their crazy cat antics all we can do is laugh and join in on the fun!



5 Ways to Have an Adventure With Your Cat

If you have a younger cat, or one of the more adventurous cat breeds such as the Bengal cat, they're going to need more exercise than they get being stuck indoors. But you don't want them to run free outside, as there are many hazards today that our grandparents' cats never had.

Here are five ways to have an adventure with your cat.

1 Buy interactive cat toys. These are cat toys that you use to actually play with your cat. You both get in on the fun. One best suggestion is to buy fishing rod-style cat toys. There are even types where you can swap out the toys on the end to something else. You and your cat can have fun running around the room.



2 Harness and leash. A comfortable harness with leash is a great way to safely take your cat outside so they can run around and have fun, while you control where they get to. Some cats quickly adapt to a harness and leash, while others will need a bit of indoor training first.



3 Wheeled carrier. Some cats don't do well on a leash. If your cat is curious about the outdoors but gets spooked easily, a special pet carrier on wheels may be the solution. If your cat suddenly gets distressed, you can cover the carrier with a blanket. It's also easier to move your cat around than if they are on a leash and suddenly get spooked.

4 Cat backpack. This is much like the idea above, except the cat carrier is in a backpack shape. This isn't going to work for your thirty pound Maine Coon, but it will if your cat is under twelve pounds. You and your cat can have fun walking through a park or beach, and you don't have to worry about them taking off, or having to wheel a carrier through.



5 Pet carrier in the car. Cats need to be secured in vehicles just like we do. There are certain types of pet carriers that can be secured with a seat belt. Your cat can come everywhere with you. Many stores don't even mind if we bring in our cats, as long as they're inside a carrier. And if they do, find somewhere else to shop!

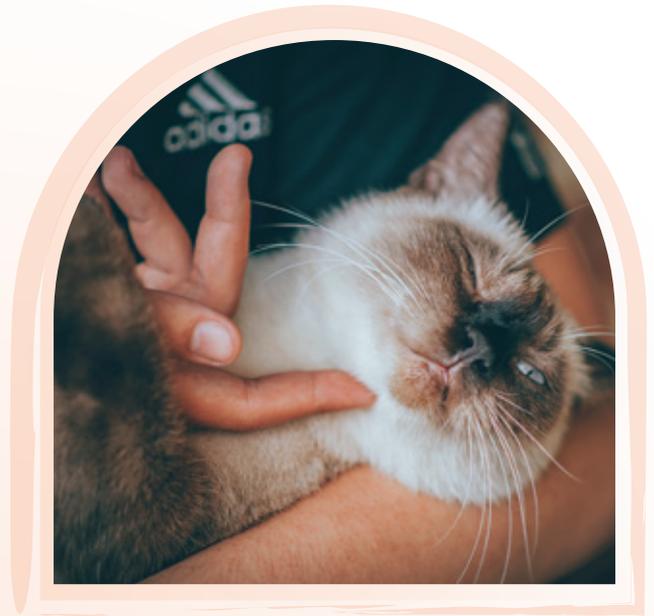
It depends on how adventurous your cat is, but purrhaps one of the ideas above will be enough to get you and your cat outside and having fun!

DOES MY CAT LOVE ME?

Giselle Richardson

Whether you've just adopted a cat or you've had one or more for several years, we may wonder if they really love us? There may be certain incidents that make us wonder if they really do. Perhaps they only ask for attention when they're hungry, or they screech at us to clean their litter boxes. After a long hard day at work you may wonder why you even have a cat.

But you may just be feeling negative that day. Here are some reasons why your cat really does love you!

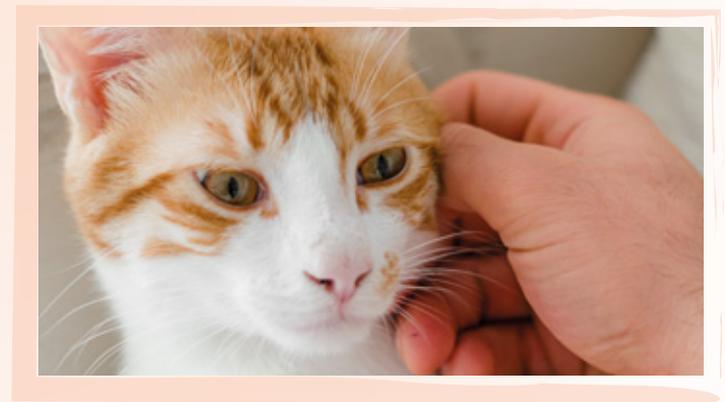


THE GREETING

Your cat may not care if you take the garbage outside, or step out to talk to a neighbor. But if you're gone for more than three hours and step inside their home, they'll come running up to you! And even though you provide food first, they'll still want to be petted first. Cats do love us, but they also understand time and know when we've only been gone for 20 minutes versus all day long. They will react with love if it's been a long time. There has been research done, and after humans have been away for about two weeks, that is the point where they'll start to grieve for us, as they believe something has happened and we won't be back again. So, keep that in mind if you ever go on vacation!

CAT AFFECTION

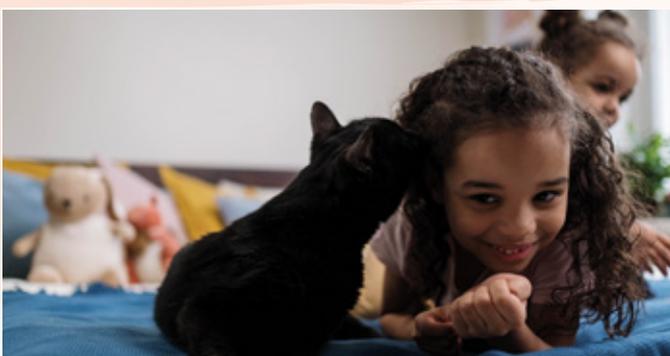
Does your cat hop on the couch or chair behind you and sniff your hair? Perhaps they rub their head against your head. They may do this in bed when they think we're asleep. (Best to pretend so you can have extra affection!) They may not do this too often, but it may be during special times when they're extra-happy. Many cats also sense when their humans are stressed out or feeling unwell. Now it's your time to be rubbed and stroked and you are not required to do anything. Cats will show us affection in their own time.



THEY STARE AT US

Do you ever catch your cat staring at you? Usually they have a cute expression on their face. Their eyes are lowered, and they look happy and content. This is because they do love you, and they know you are their human. There really isn't anything else in this moment that they want to do then feel happy that you are a part of their pride.

Most of the time you'll only momentarily worry about whether your cat loves you or not. But cats do bond to us just like we bond to them. Cats really do love their humans, just as much as we love them!





PET CANDY'S GUIDE TO DOG BEHAVIOR

*Why dogs misbehave
and what to do about it*



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Dr. Sally Foote
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How Do I Adopt a Cat?

Dr. Jill Lopez

If your friends or neighbors have cats then you might be ready to adopt your own. If you live alone, or you have a husband but you don't like kids, then a cat may be right for you. First of all, adopt, don't shop! Not only is it expensive to buy purebred kittens, they just don't live as long as the common house cat, and they can also have a host of health issues. Oh, that and people breeding cats for profits isn't going to benefit you at all either. So, how do you adopt a cat?

Animal Rescue Organizations

Check locally for any animal rescue organizations. The SPCA and Humane Society are places to start. There may be some registered private organizations that adopt out cats too. Find out if you need to book an appointment in advance, or look up local visiting hours online.



How to Narrow it Down from 200 Cats?

If you visit your local animal rescue center then you'll notice how you're surrounded by cats. You may have visited a few, then given up. But don't. First, you need to find a place to sit down. Then look around you to see who is available. Chances are that there will be some cats who'll eagerly head up to you. These are the cats you want to pay attention to, particularly if you're seeking a cuddly lap cat. How does the cat interact with you? Do they rub their head against your hand? Or, do they bite and scratch? Most cat people aren't concerned with a bit of biting and scratching as that's normal cat behavior, but someone who's never had a cat may not like it.



Let the Cat Adopt You!

It's important to choose the right cat, and that means what kind of care do they need? Are they senior cats who need medication? Eventually, all cats do, but if you're new to cat love, then you may want to go slowly and adopt a healthy adult cat with short fur. The easiest way is to allow the cat to adopt you. This will be the cat who runs up to you when you're looking around. They will be the cat who consents to being petted, and who will really like you. You should know that it may be not who you were expecting, but you'll have greater success when you let the cat adopt you first!

Nothing is better than rescuing a cat (or two) from your local animal rescue organization. Your new family member may settle in quickly, or it may take a few weeks. Either way, you're now a new cat meowmy and are going to have a great companion!



SCOOP WITH SHAY



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Pet Candy

PET CATS RARELY STRAY FAR

The domestic cat is one of our most popular pets. In Norway alone, 5.4 million people own approximately 770,000 cats.

But where do our four-legged friends go? The cat wants to go outside, you open the door, it leaves and disappears. After a while it returns, but where was it in the meantime?

Researchers and master's students at NMBU, the Norwegian University of Life Sciences, are shedding some light on the feline mystery. They have GPS-marked almost 100 pet cats in a small town in Eastern Norway and tracked the cats when they were outside.

"The goal was to map the movements of an entire population of pet cats within the same area," says NMBU-professor Richard Bischof.

The cat owners all lived within about one square kilometer, which gave the researchers a very detailed insight into many cats' activities within a limited area. The high number of cats within such a small area makes this cat tracking study unique.

In your neighbor's garden

The results from this small Norwegian town corresponds with similar research from other European countries: the answer to the cat mystery lies significantly closer to home than the owners probably expected.

The cats spent an average of 79% of their time outdoors within 50 meters of the owner's home. The average maximum distance for all cats was 352 meters.

"Some individuals traveled relatively far, sometimes several kilometers, but those were the exceptions," says Bischof.

Most cats are literally just around the corner when they are outside.



The "catscape"

"As far as we know, no one has ever tracked that many cats in one small area. This made it possible for us to show what a domestic cat population looks like in time and space," Bischof says.

"We tend to think of animal populations as a collection of individuals or a single number," Bischof continues.

"Instead, I prefer to see them as surfaces that envelop and interact with the landscape."

Bischof also points out that most cat owners probably do not think of their cat as a member of a larger animal population. But they are clearly part of what the researchers called the "catscape" in their article. "The catscape is the combined intensity with which an area is used by all cats living there, and we were able to create a map of it using GPS data," Bischof says.



Large differences between individuals

The results showed that there was great variation between the individual cats in how they used the landscape.

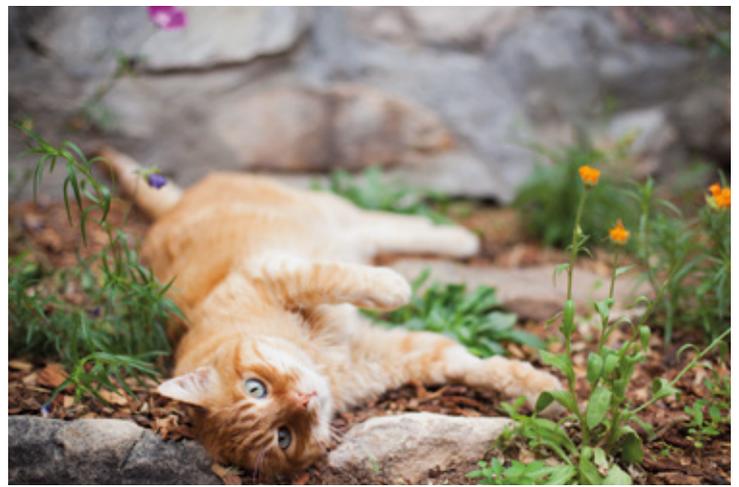
"This is quite typical," says Bjarne O. Braastad, professor emeritus of ethology at NMBU.

"Cats have different personalities, and research results reflect this: there is often great variation."

He goes on explaining that the cats probably spend a lot of time near the home in their own garden to rest.

"It is also worth noting that almost all the cats were neutered," he adds.

"It will of course play an important role. Neutered cats are less likely to roam."



Student participation

How the animals use the landscape also dictates how they interact with the environment. And cats definitely have some effects on their natural surroundings.

"An interesting topic for further studies is of course the effects on local wildlife," says project manager and professor Torbjørn Haugaasen.

"We did not have the opportunity to include it in this project period, but in the future we would like to take a closer look at that as well."

A large part of the project has been carried out by NMBU's master's students.

"It has been a good combination of research and education," says Haugaasen.

"The students have gained a lot of practical experience with applied science, and also been co-authors of the scientific article."

Popular project

Although the study has so far been focused on eastern Norway, rumors spread, and the project received inquiries from across the country to join.

"People are obviously very curious about what their cat does when it is out and about. Interest has been really high," says Haugaasen.

After the data collection and data analysis was complete, the cat owners gained access to digital maps where they could see where their pet had been.

The researchers conclude by pointing out how important the cat owners' help has been.

"We could not have done this without them."

"As an added bonus, we had the opportunity to include many families with children in our research. Maybe we have inspired some budding scientists?"

Solving the Problem of Anxiety in Dogs:

The use of Souroubea-Platanus Botanical

Dr. Jill Lopez

Everyone is familiar with how anxiety feels. From studying for a math test in school to those pre-game jitters before a competition, or the nerves you feel walking into the doctor's office, anxiety is a common occurrence in our daily lives.

But did you know that dogs get anxious too? In fact, anxiety has been proven to be regularly occurring in dogs. Experts have found that as many as 72.5% of dogs suffer from anxiety due to different stimuli. Just like with people, dogs feel anxiety for all sorts of reasons.

For example, think about how dogs react when a loud thunderstorm rolls in. Or when a scary looking stranger approaches on the sidewalk. While we know there is no inherent danger, your pup might feel differently and start to exhibit symptoms of anxiety, including: panting, drooling, excessive barking, pacing, restlessness, and potentially aggression and destructive behavior.

Are they bad dogs?

No! Of course not.

They are simply suffering from moderate to extreme anxiety.

Brave Paws to the Rescue!

How Souroubea Can Help Reduce Anxiety in Dogs

While it can be stressful to live with an anxious pet, the good news is that their anxiety can be accommodated.

This is why Souroubea-Platanus based solutions have emerged as scientifically proven dog anti-anxiety medications to reduce the stressor and damages of anxiety. When it comes to canines, all anxieties fit into one of three categories. These are: fear-related anxiety, separation-related anxiety, and aging-related anxiety.

Brave Paws offers a solution to all.

In addition to basic steps pet owners can take to reduce their pup's anxiety (like understanding a dog's body language, providing love and comfort, and using training to desensitize them to anxiety inducing stimuli, etc.) sometimes, a veterinarian will also prescribe a medical treatment – like Brave Paws.



This novel drug is a mixture of botanical ingredients. It contains a primary anxiolytic chemical called butelnic acid, as well as other related triterpenes. The product is a blend of 55:45 w/w souroubea spp. (SSB) and Platanus spp. tree bark (PTB).



The result? A powerful anti-anxiety treatment option for dogs everywhere!

A Long History of Traditional Medicine Uses

People have used plants as medicine forever. Since time immemorial, we have been collecting herbs, flowers, bark, berries, and plants of all species to improve our physical and mental health.

Souroubea is no different.

Studies show that the O'eqchi' Maya healers in Belize made use of Souroubea to treat "witchcraft" which in the traditional days was recognized by the symptoms of withdrawal, apathy to daily life, and reduced verbal communication. (Mullally et al., 2014). Similarly, this plant was used in the Amazon by Kubuyari as a calming agent for elders experiencing symptoms of nervousness (Schultes & Raffauf, 1990).

The Karijona also used Souroubea as a tranquilizer and the Taiwanos treated people who had "susto" (a culture-specific syndrome which occurs in response to a frightening event) (Puniani et al, 2015).

Clearly, Souroubea is a useful traditional medicine indeed.

How Can Dogs Benefit From Souroubea?

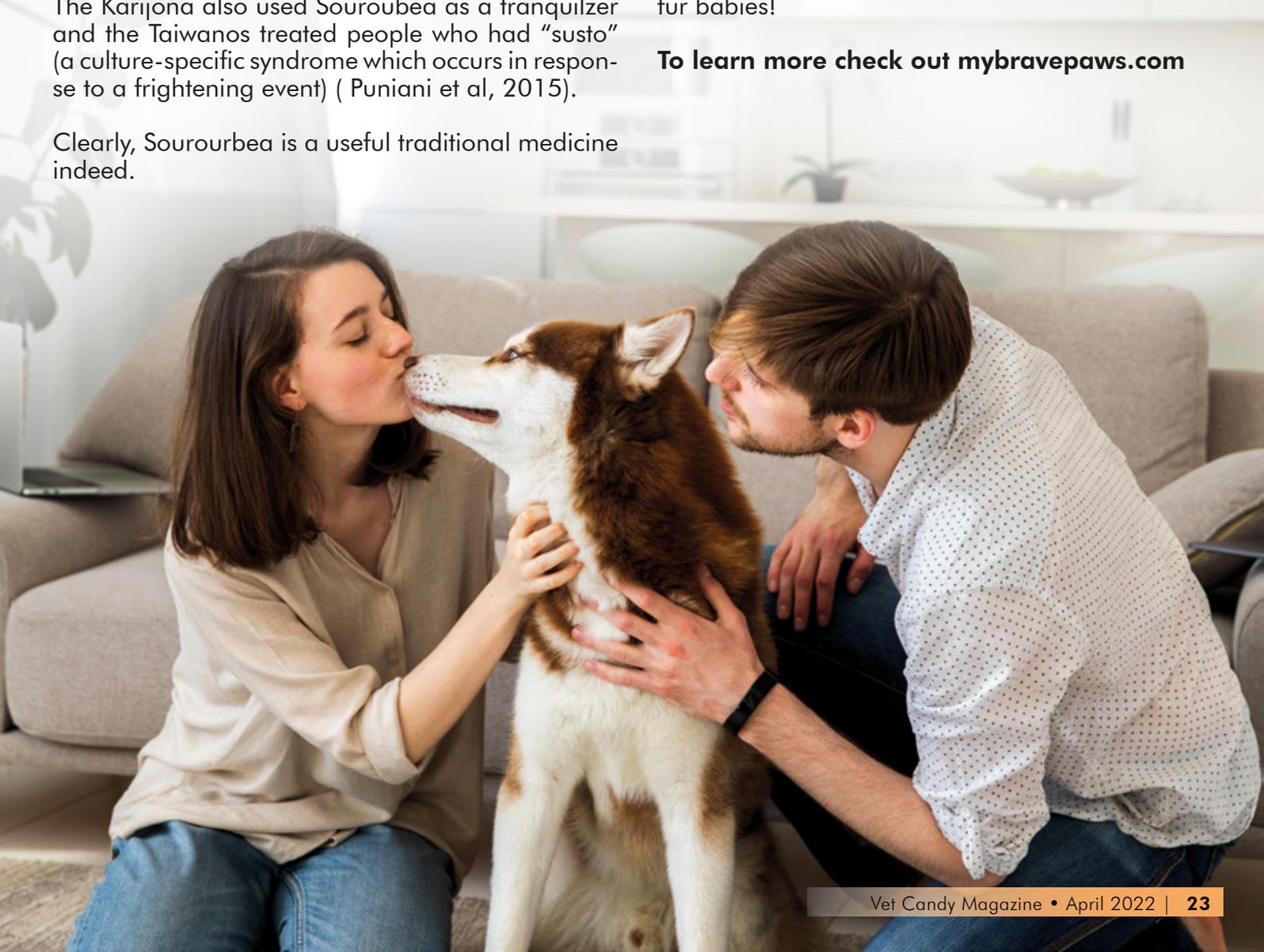
Now, thanks to the cases above, we know that Souroubea has anxiolytic effects on humans. But what about animals? Is this plant-based medication applicable for dogs?

Let's look at the science.

Under the conditions of a study and based on the results of daily observations, physical examinations, bloodwork, clinical pathology, and urinalysis as recorded by Masic et al. (2021), Souroubea botanical tablets were administered to dogs. After 28 days, no negative effects on the health of the dogs were observed. So, yes, it was deemed safe and effective for treating anxiety in dogs.

This is wonderful news for pet parents with anxious fur babies!

To learn more check out mybravepaws.com



EVERY DAY *Can be a* BRAVE PAWS DAY



Thunderstorms | Vet visits | Fireworks | Separation | Road trips

mybravepaws.com



What Cats Are Really Into

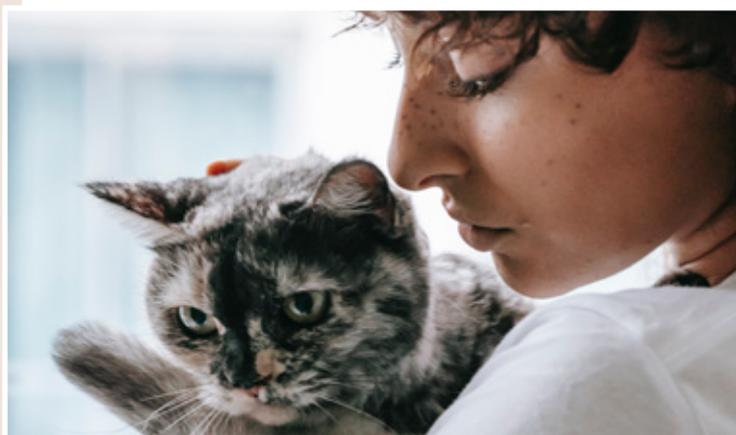
BONDING *Tip of The Month*

Food First

Hi everybody! This is Molly, Certified Feline Training and Behavior Specialist, and Cat Behavior Consultant with Cat Behavior Solutions. Welcome to the Bonding Tip of the Month. As we explore the different techniques you can use to bond with your cat, this first tip is going to come into play pretty often. And that tip is: use food and treats such as Vitakraft cat treats.

Why do I suggest you use food to bond with your cat, instead of other kinds of "treats" like cuddling or affection? You'd think cats would be like dogs, where you can go lie on the couch and cuddle with them. Shouldn't that be a bonding moment with your cat, too?

Not necessarily. Cats are different! Cats are independent, and I think deep down, they don't really need us. After all, if these natural-born hunters found themselves outside, they could probably survive on their own. Because of this, cats only really respond to the highest-value incentive—and that incentive is food.



To understand how to bond with cats, though, we first need to understand their relationship with each other, and their relationship with us.

Different Hierarchies

One key to understanding why cats behave the way they do, and why they behave differently from dogs, is a lack of social hierarchies. Dogs will do things for pets and crave your approval, and that's because dogs have evolved with a social hierarchy: everybody has a place in the family. A dog always wants to please its pack master, and in their eyes, that pack master is us.

Cats haven't evolved with a social hierarchy like that at all. In the wild, they're solitary creatures, carving out large spaces and defending those territories. Therefore, they aren't wired to consider "status" or "placement" within a family unit. They do develop bonds between each other, and with us of course, but they certainly don't see us as the head of the pack—or even the head of the household!

A Gap in Domestication

Fast forward to the dawn of civilization and suddenly, agriculture created an opportunity for domestication. By definition, domesticated animals are animals that work for us, and in our early relationship with dogs, they were hunters, herders, and transporters. As a result, dogs were brought into a pet environment centuries before cats, and their social hierarchies only reinforced this.

Cats, on the other hand, were domesticated much, much later in history. There's an argument for whether or not cats are even domesticated in the first place!

Unlike dogs, cats never had a job. In the age of agriculture, they stayed on the periphery of camp, where grain was stored. Grain storage attracted a lot of rodents, which in turn attracted a lot of cats. Even back then, food was the crux of our relationship with cats. And so, the thing that motivates cats the most is food.

That's why I'm saying: food first! Now that you understand the why, we'll take a deeper dive into how to use food to bond with your cat in the next Bonding Tips of the Month.

Stick around!

What Cats Are Really Into Bonding Tip of the Month are created in cooperation with Molly DeVoss, cat behaviorist and Vitakraft Cat Treats.

For more information on Vitakraft Cat Treats Please visit <https://www.vitakraft.us/cats/> to learn more about Vitakraft's collection of small-batch cat treats packed with healthy and flavorful ingredients in the shapes, tastes, and textures your favorite feline will love. Plus, find the best tips for cat owners to strengthen the bond with their cats.



For more information on Molly DeVoss, Cat Behaviorist go to

Instagram: @MollyDeVoss

Facebook: <https://www.facebook.com/catbehaviorsolutions/>

Yelp: <https://www.yelp.com/biz/cat-behavior-solutions-dallas>

What we are loving *This month*

Vitakraft Cat Treats are not only a great complement to regular meals, but also for cat parents to introduce bonding, training, and foraging into their feline friends' routine. **Vitakraft** is committed to making high quality cat treats that are low in calories, and offer multiple textures (liquid, gel, morsels, and sticks) to meet the needs of different cat personalities. **Vitakraft** truly knows 'What Cats Are Really Into,' which is why cat owners have trusted **Vitakraft** with all their cat's needs for more than 180 years.

To that end, **Vitakraft** debuts two new products in its signature **Lick 'n' Lap™ Snack Line**, including **Lick 'n' Lap™ Smooth Jelly** and **Lick 'n' Lap™ Meaty Gravy**. With **Lick 'n' Lap Cat Treats**, even the stubbornest and finickiest of cats will obey your command, cozy up, or eat their food as soon as they see you pull out a **Lick 'n' Lap snack!**

As an in-between meal treat, a delicious training tool, or a scrumptious saucy topper for food, the **Lick 'n' Lap Snack Line** offers convenient, single-serve pouches that provide cats with flavor-boosting treats made with real chicken and salmon. All **Lick 'n' Lap** varieties can be enjoyed straight from the tube, squeezed directly into a bowl, or used as a tasty food topper, and they're the perfect format for hand feeding and bonding with your furry friend.

- The **Lick 'n' Lap Smooth Jelly** is a smooth gelatin treat with a texture ideal for handfeeding, making it the perfect, easy-to-eat treat for cat of all ages. It is soft, savory, and delicious, making for a wonderfully interactive bonding treat. It is available in individual, easy-to-serve packets at an SRP of \$3.49.

- The **Lick 'n' Lap Meaty Gravy** is a delicious squeezable treat made with real meat that will make any cat purr. It is excellent for all cat life stages and is a beautiful interactive bonding treat. It is available in individual, easy-to-serve packets at an SRP of \$3.49.

"One way to motivate cats is through food. I have found **Vitakraft's Lick 'n' Lap** treats to be the perfect training tool to form a closer bond with your feline



friends," explains Molly DeVoss, Certified Feline Training and Behavior Specialist. "I use it to train the cats and teach shelter volunteers to do the same, so they can help the adoptive parents keep up the good behavior once the cats are at home."

"We at **Vitakraft** are very excited to debut these new items to complement our full line of amazing treats for cats," say Miguel Gonzalez, Chief Marketing Officer at **Vitakraft**. "We know 'what cats are really into' and these treats not only are good for your pet, but good for your life with your pet."

Vitakraft Cat Treats can be found in-store at Walmart, Petco, PetSmart, Pet Supplies Plus, other major pet supply stores and across the US in your neighborhood pet shop. Online retailers include Amazon and Chewy.

