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## WORLD'S BEST CAT LITTER™ FREQUENTLY ASKED QUESTIONS:

### How did World's Best Cat Litter™ get its name?

Our company started back in 1996, when a group of scientists set out to create the best clumping cat litter possible. What they discovered was a revolutionary process that turned our natural ingredients into a cat litter that harness the long-lasting power of corn to ensure you smell less, clean less and buy less<sup>†</sup>. After several tests with consumers, we quickly realized that our litter could go by no other name, and World's Best Cat Litter™ was born!

### What formulas of World's Best Cat Litter™ are available?

We have a total of seven formulas that all harness the long-lasting power of corn to ensure you smell less, clean less and buy less<sup>†</sup>.

The **Original Series** offers long-lasting litters with outstanding overall performance.

1. Original Unscented formula for homes with one to two cats.
2. Multiple Cat Unscented formula for homes with two or more cats.
3. Multiple Cat Lavender Scented formula for multiple cat parents who prefer their cat litter to be scented.
4. Multiple Cat Lotus Blossom Scented formula for multiple cat parents who prefer their litter with a light floral scent made with natural botanicals.

**Advanced Series** products deliver the same long-lasting performance, but add unique ingredient combinations that solve specific problems for cat owners who demand even more out of their litter. This series is available in the following formulas:

1. Zero Mess™ is the multiple-cat-strength litter that guarantees fast and easy cleanup with 2X better clumping and 2X more odor control, so you get less mess with less wasted litter. It's the only litter that combines the long-lasting performance of corn with super-absorbent plant fibers that quickly trap liquids in tight clumps, so you don't have to chisel and scrape the box. Scoop once and you're done.
2. Zero Mess™ Pine Scented delivers the fast and easy cleanup of Zero Mess™. Plus, it adds a blend of real pine ingredients for a gentle, natural scent you'll love.
3. Picky Cat™ combines our multiple-cat-strength litter with a natural, plant-based attractant that helps prevent litter box accidents by drawing your cat to the box.

### What are the differences between the Original Series and Advanced Series formulas?

To satisfy the needs of all cat parents, we offer three high-performance natural cat litters that harness the long-lasting power of corn to ensure you smell less, clean less and buy less<sup>†</sup>. The Original Series offers long-lasting litters with outstanding overall performance. The Advanced Series delivers long-lasting litters purpose-built to solve specific problems.

### What makes World's Best Cat Litter™ environmentally friendly?

All World's Best Cat Litter™ formulas are made with natural and renewable ingredients. Our formulas contain no synthetic additives, chemicals, clays or perfumes, and they are made from sustainably grown ingredients—not mined or drilled using heavy equipment. We use an advanced, patented process to create formulas that harness the natural absorbency of renewable ingredients. World's Best Cat Litter™ contains no artificial chemicals or silica dust, so it's pet, people and planet friendly!

### How does Multiple Cat Lavender Scented formula impact people or pets that suffer from allergies or sensitivities to fragrance?

As with any new product you introduce into your home, we recommend testing the product to see how you and/or your pets react. Like all World's Best Cat Litter™ products, this formula contains only natural ingredients. However, if you or your pets are sensitive to fragrances, we recommend using our Original Unscented or Multiple Cat Unscented formulas, which are fragrance free.

**How does World's Best Cat Litter™ offer long-lasting performance and how does it benefit me?**

World's Best Cat Litter™ harnesses the long-lasting power of naturally-absorbent corn to ensure you smell less, clean less and buy less†. Our patented production process compresses corn into super-absorbent granules, giving our litter natural absorbency and long-lasting performance. This allows you to enjoy a cleaner litter box with less hassle and less litter.

**Is World's Best Cat Litter™ flushable\*?**

Yes! All World's Best Cat Litter™ formulas have undergone rigorous testing to confirm they are sewer and septic safe. Unlike clay-based litters, World's Best Cat Litter™ harnesses the long-lasting power of naturally absorbent corn, so you can simply scoop, flush\* and move on with your day!

**Are there any special requirements for storing World's Best Cat Litter™?**

World's Best Cat Litter™ is a natural product, so bugs may be attracted to the litter if they gain access. Seal the package or store in a sealed container in a cool, dry place. Do not place litter boxes outdoors in humid locations.

**Is World's Best Cat Litter™ more expensive than other litters?**

Nope! With World's Best Cat Litter™, you get more for your money because it harnesses the power of naturally absorbent corn for long-lasting performance. One small bag of World's Best Cat Litter™ lasts one cat 30+ days. How? Our patented process compresses highly absorbent corn into super-absorbent granules, giving you a cleaner litter box with less litter! Quick-clumping and easy-scooping performance means the rest of the litter stays dry, so you smell less, clean less and buy less†.

**Is World's Best Cat Litter™ safe for kittens?**

World's Best Cat Litter™ products are made from food or feed-grade ingredients and are safe for kittens over eight weeks of age. In general, veterinarians do not recommend that kittens under eight weeks old use cat litter.

**How often do I need to completely change the litter in the box with World's Best Cat Litter™?**

How often you need to change your cat litter depends on how many cats you have and how often they use the litter box. World's Best Cat Litter™ harnesses the power of naturally absorbent corn for long-lasting performance, and customers report that they don't have to change the litter as often as with other cat litters.

**Who makes World's Best Cat Litter™?**

World's Best Cat Litter™ is produced by Kent Pet Group in Muscatine, Iowa. The company is a subsidiary of the Kent Corporation.

**Where is World's Best Cat Litter™ available?**

World's Best Cat Litter™ is available online, in pet specialty and grocery stores, and in major chains including Target and Walmart. Find World's Best Cat Litter™ in a store near you.

## ORIGINAL SERIES – GENERAL QUESTIONS

**What are the products in the Original Series made of?**

All of the products in the Original Series are made from whole-kernel corn that is grown in the U.S.

**What formulas are available in the Original Series?**

There are four formulas in the Original Series: Original Unscented, Multiple Cat Unscented, Multiple Cat Lavender Scented and Multiple Cat Lotus Blossom Scented. All formulas in this series are made from whole-kernel corn.

**What are the differences between the four formulas?**

Original Unscented formula is ideal for homes with one or two cats. Multiple Cat Unscented formula has an added ingredient for firmer clumps, perfect for multiple-cat households with increased traffic in and out of the litter box. Multiple Cat Lavender Scented formula is made with natural scented lavender oil. This multiple cat formula is ideal for cat owners who prefer a



scented litter. Multiple Cat Lotus Blossom Scented formula is made with natural botanicals for cat owners who prefer litter with a light floral scent.

### **Are the Original Series formulas flushable?**

Yes. All World's Best Cat Litter™ products have been tested and proven flushable\* and septic safe, so you can skip the trip to the trash!

### **How does whole-kernel corn cat litter differ from clay litters?**

World's Best Cat Litter™ uses a patented process to compress corn into super-absorbent granules, delivering outstanding odor control and a cleaner litter box with less hassle and less litter. Unlike clay litter, World's Best Cat Litter™ doesn't stick to the sides or bottom of the box, so there's no more chiseling and scraping. Our litter is lightweight and long lasting, with no silica dust. It's made from sustainably grown corn (not mined or drilled like clay litter), with no added chemicals, so it's pet, people and planet friendly. And, World's Best Cat Litter™ is tested and proven flushable\* and septic safe, so you can scoop and flush without worrying about clogging the pipes!

### **Where are the Original Series products available?**

Our Original Series formulas are available online, in pet specialty and grocery stores, and in major chains including Target and Walmart.

## **ORIGINAL UNSCENTED**

### **How is Original Unscented formula different from traditional litters?**

Most cat litters are made from clay, which is heavy, messy, dusty and produced from mining and drilling. World's Best Cat Litter™ Original Unscented formula harnesses the long-lasting power of renewable corn so you can smell less, clean less and buy less†. Original Unscented formula is a long-lasting litter with outstanding performance. It is ideal for homes with one or two cats. It is lightweight, 99% dust free and sustainably grown, with no added chemicals. And it's tested and proven flushable\* and septic safe for simple cleanup.

## **MULTIPLE CAT UNSCENTED**

### **What is the difference between Original Unscented and Multiple Cat Unscented?**

Multiple Cat Unscented contains a proprietary ingredient that provides added odor control for homes with multiple cats. This ingredient is derived from a natural plant material used for animal feed.

## **MULTIPLE CAT LAVENDER SCENTED**

### **What gives Multiple Cat Lavender Scented formula its fragrance?**

The natural fragrance is made of a natural lavender oil blend. The blend does not contain any chemicals or synthetic ingredients and is derived from a plant-based oil.

### **Will the oil or fragrance hurt my pet if ingested?**

No. The level of oil/fragrance is extremely low, just enough to keep your room smelling fresh, but not enough to cause any harm to your pets. As with any litter, if your pet shows an adverse reaction or begins to eat the litter repeatedly, please discontinue use immediately.

### **Is this the same as Original Unscented or Multiple Cat Unscented formulas? Or is it a completely new formula?**

This scented formula is the same as the Multiple Cat Unscented formula, just with an added natural fragrance for people who prefer a scented litter.

### **I started using this formula a few weeks ago, but notice the fragrance tends to go away after a while. Why?**

Due to the properties of natural oil, the fragrance will dissipate over time, particularly when it is left open, like in the litter



box. Although the fragrance may lessen over time, rest assured that World's Best Cat Litter™ will still perform as it always has! As with any grain-based product, always store the unused portion in a cool, dry place, sealed in the bag or bin.

### **Are there any chemicals in this formula?**

No. As always, World's Best Cat Litter™ does not contain any synthetic chemicals. It's made with natural ingredients—even the fragrance is natural.

## **MULTIPLE CAT LOTUS BLOSSOM SCENTED**

### **What gives Multiple Cat Lotus Blossom Scented formula its fragrance?**

The natural fragrance is made from a blend of natural botanicals. The blend does not contain any synthetic chemicals or harmful ingredients, and is all plant-based.

### **Would the botanicals hurt my pet if ingested?**

No. The level of fragrance is very low, and is safe for all pets. As with any litter, if your pet shows an adverse reaction, or eats the litter repeatedly, please discontinue use.

### **What are the natural botanicals?**

Natural botanicals means that the scent is made from a blend of natural plant extracts. The specific ingredients are proprietary.

### **How does this formula compare to Original Unscented or Multiple Cat Unscented formulas?**

This is a scented version of our Multiple Cat Unscented formula.

### **Are there any harmful chemicals in this formula?**

No. All World's Best Cat Litter formulas are made with natural ingredients. Even the fragrance is natural.

## **ADVANCED SERIES – GENERAL QUESTIONS**

### **What are the products in the Advanced Series made of?**

All of the products in the Advanced Series break new ground in using unique ingredient combinations to solve specific problems for cat owners like you.

### **How is the Advanced Series different from the Original Series?**

The Original Series offers long-lasting litters with outstanding overall performance. The Advanced Series delivers long-lasting litters purpose-built to solve specific problems.

### **What formulas are available in the Advanced Series?**

Zero Mess™, Zero Mess™ Pine Scented, and Picky Cat™. All three combine the long-lasting power of corn with super-absorbent plant fibers.

### **Are the Advanced Series formulas flushable?**

Yes. All World's Best Cat Litter™ products are made of naturally absorbent corn, not clay, and they have been tested and proven flushable\* and septic safe, so you can scoop and flush when you're in a rush!

### **How do the Advanced Series formulas differ from ordinary cat litter?**

Most cat litter is made from clay. World's Best Cat Litter™ harnesses the long-lasting power of naturally absorbent corn for a cleaner litter box—with less hassle and less litter. Advanced Series litters combine the long-lasting performance of corn with unique ingredient combinations to solve the specific problems of cat owners.



### **Where are the Advanced Series products available?**

Advanced Series is available online, and in independent pet stores and pet-specialty stores.

## **ZERO MESS™**

### **What are the differences between Zero Mess™ and Zero Mess™ Pine Scented?**

Both formulas deliver 2X better clumping and 2X more odor control with less litter by combining the long-lasting power of corn with super-absorbent plant fibers. However, Zero Mess™ Pine Scented adds a blend of real pine ingredients for a gentle, natural scent you'll love.

### **Is Zero Mess™ natural and planet friendly?**

Yes. It is made of natural and renewable ingredients with no synthetic chemicals or perfumes.

## **ZERO MESS™ PINE SCENTED**

### **What is the fragrance in Zero Mess™ Pine Scented?**

The fragrance is natural wood (pine) fibers.

### **What is Zero Mess™ Pine Scented made from?**

Zero Mess™ Pine Scented combines the long-lasting power of corn and super-absorbent plant fibers with wood fibers. The wood fiber is primarily derived from ponderosa pine, which results in a gentle, natural scent.

### **Is Zero Mess™ Pine Scented natural and planet friendly?**

Yes. It is made of natural and renewable ingredients with no synthetic chemicals or perfumes. The kiln-dried pine wood fibers are a wood by-product that might otherwise go to waste.

### **How does Zero Mess™ Pine Scented differ from other wood- or pine-based litters?**

Unlike litters made solely from wood-based materials, Zero Mess™ Pine Scented is unique because it combines the gentle scent of pine with the long-lasting power of corn and super-absorbent plant fibers. The formula allows you to use less litter while delivering 2X better clumping and 2X more odor control.

### **Will Zero Mess™ Pine Scented hurt my pet if it is ingested?**

No. The amount of pine wood fiber in the litter is just enough to keep your home smelling fresh, but low enough so that it will not cause harm to your pets if they ingest it. As with any litter, if your pet shows an adverse reaction or begins to eat the litter repeatedly, please discontinue use immediately.

### **How does Zero Mess™ Pine Scented impact people or pets with allergies or sensitivities to fragrance?**

As with any new product you bring into your home, we recommend testing the formula to see how you and your pets react. Like all World's Best Cat Litter™ products, Zero Mess™ Pine Scented contains only natural ingredients. However, if you or your pets are sensitive to certain fragrances, we recommend using one of our unscented formulas.

### **I started using Zero Mess™ Pine Scented a few weeks ago, but noticed that the fragrance tends to fade after a while. Why?**

Due to the properties of natural ingredients, the scent will dissipate over time, particularly if the litter is exposed to air. Although the scent may lessen over time, World's Best Cat Litter™ will still deliver outstanding odor control and high-performance clumping. As with any grain-based plant fiber product, always store unused portions in a cool, dry place in a sealed bag or bin.



### **Why does Zero Mess™ Pine Scented contain a warning?**

As with all cat litter containing wood-based ingredients, Zero Mess™ Pine Blend includes the following CA Prop 65 warning on the bags. WARNING: This product contains wood dust, which is known to the state of California to cause cancer. Avoid inhaling wood dust or use a dust mask or other safeguards for personal protection.

### **PICKY CAT™**

#### **How does Picky Cat™ help my cat go in the box?**

Picky Cat™ uses a natural, plant-based attractant to draw your cat to the box, so you can avoid litter box accidents. Picky Cat™ was developed in partnership with pet behaviorists for kittens, newly adopted cats, senior cats or any picky cat who may experience feline inappropriate urination.

#### **Is Picky Cat™ natural and planet friendly?**

Yes. Picky Cat™ is made of natural and renewable ingredients with no synthetic chemicals or perfumes.

#### **Will Picky Cat™ hurt my pet if it's ingested?**

No. Picky Cat™ is made from high quality natural plant ingredients that are safe for cats. As with any litter, if your pet shows an adverse reaction or begins to eat the litter repeatedly, please discontinue use immediately.

How do I use Advanced Picky Cat™?

As with any new litter, make sure you transition slowly over several days. Place the litter box in a good location for your cat, and maintain a depth of 2 to 3 inches. Cats prefer a clean environment, so be sure to scoop daily.

#### **How does Advanced Picky Cat™ help cats use the litter box?**

Litter aversion is a leading cause of cats refusing to consistently use the litter box. World's Best Cat Litter™ Advanced Picky Cat™ combines the long-lasting power of corn with a natural, plant-based ingredient that safely attracts your cat to the litter box so you can stop worrying about accidents, mystery smells, and messy cleanup. It's perfect for any cat that doesn't always go in the box, including newly adopted cats, kittens, senior cats, and fussy felines.

#### **What if my cat still isn't using the litter box?**

When introducing a new litter, it is important to transition slowly. You can find more helpful tips at [www.worldsbestcatlitter.com/litter-tips](http://www.worldsbestcatlitter.com/litter-tips). If your cat continues to go outside of the box, it may be time to consult a veterinarian or cat behaviorist. Like all World's Best Cat litter™ products, Picky Cat™ is backed by our 100% satisfaction money-back guarantee.

\*Designed to flush in well-maintained systems. Flush only 1-2 clumps of World's Best Cat Litter™ at a time in the toilet. The state of California encourages the disposal of cat feces in trash and discourages flushing feces in toilets or disposing of them in drains.

†As compared to the leading US brand.