



## 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 delivered concentrated power for a cleaner litter box—with less hassle and less litter. 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 five formulas that all deliver the concentrated power of corn so you can do more with less litter. The Original Series offers long-lasting litters with outstanding overall performance.

1. Clumping formula for homes with one to two cats
2. Multiple Cat Clumping formula for homes with two or more cats
3. Lavender Scented Multiple Cat Clumping formula for multiple-cat parents who enjoy their litter with a light, all-natural floral scent

Advanced Series products deliver our hallmark concentrated power, 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:

4. 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 concentrated power 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.
5. 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.

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

To satisfy the needs of all cat parents, we offer two series of litters that deliver the concentrated power that helps you do more with less. 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 100% 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 Lavender Scented Multiple Cat Clumping 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 100% natural ingredients. However, if you or your pets are sensitive to fragrances, we recommend using our Clumping or Multiple Cat Clumping formulas, which are fragrance free.

### How does World's Best Cat Litter™ offer concentrated power and how does it benefit me?

World's Best Cat Litter™ uses the concentrated power of corn to help you use less litter to maintain a cleaner litter box. Our



patented production process compresses corn into concentrated 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 concentrated power of 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 concentrated 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 concentrated 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 use less, throw away less—and spend 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 concentrated power of 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.

## **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 three formulas in the Original Series: Clumping formula, Multiple Cat Clumping formula and Lavender Scented Multiple Cat Clumping formula. All formulas in this series are made from whole-kernel corn.



## **What are the differences between the three formulas?**

Clumping formula is ideal for homes with one or two cats. Multiple Cat Clumping formula has an added ingredient for firmer clumps, perfect for multiple-cat households with increased traffic in and out of the litter box. Lavender Scented Multiple Cat Clumping formula is made with 100% all-natural scented lavender oil. This multiple cat formula is ideal for cat owners who prefer a lightly scented litter.

## **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 concentrated 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.

## **CLUMPING**

### **How is Clumping 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™ Clumping formula harnesses the concentrated power of renewable corn for a cleaner litter box with less hassle and less litter. Clumping formula is a long-lasting litter with outstanding performance. It is ideal for home with one or two cats. It is lightweight, dust free and sustainably grown, with no added chemicals. And it's tested and proven flushable\* and septic safe for simple cleanup.

## **MULTIPLE CAT CLUMPING**

### **What is the difference between Clumping and Multiple Cat Clumping?**

Multiple Cat Clumping 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.

## **LAVENDER SCENTED MULTIPLE CAT CLUMPING**

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

The all-natural fragrance is made of a 100% 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 Clumping or Multiple Cat Clumping formulas? Or is it a completely new formula?**

This scented formula is the same as the Multiple Cat Clumping 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 all-natural ingredients—even the fragrance is 100% 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™ and Zero Mess™ Pine Scented. Both combine the concentrated 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 concentrated power of corn for a cleaner litter box—with less hassle and less litter. Advanced Series litters combine the concentrated power 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.

## **ADVANCED 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 concentrated 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 100% 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 100% natural wood (pine) fibers.

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

Zero Mess™ Pine Scented combines the concentrated 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 100% 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 concentrated 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 all-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.

\*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.