



THE ARM & HAMMER®

# ***Guide to a Fresh Pet Home***

*Tips for Cleaner Living*



# Welcome to a Fresher Pet Home



Our homes reflect us—our personal style, our family life and what we want people to feel when they visit. To create inviting spaces, we spend endless hours selecting paint colors, browsing magazines and exploring furniture and home décor stores. Pet owners, however, face special challenges:

“I have three cats – you can tell from my upholsteries!”

“I love my cat – but not when my throw rugs become her litter box!”

“My dog is the best, but my fragrance diffuser doesn’t mask his scent.”



Sound familiar? You probably feel the same way I do and consider your dog or cat a beloved member of your family. But your pet’s accidents and unpleasant odors can spoil all your hard work to make your home comfortable.

The odor of dog accidents can be frustrating to deal with, and the lingering smell of a cat’s litter box can be embarrassing. In fact, a survey by the makers of ARM & HAMMER® Baking Soda, found that half of cat owners (51%) agree that litter box odor is the worst pet odor in their home.<sup>1</sup>

I’ve worked with hundreds of pets and visited every kind of pet home imaginable. My philosophy centers on encouraging good behaviors for both pets and their people. I believe that’s the best place to start to create a happy, pleasant smelling home.

That’s why I’ve partnered with the makers of ARM & HAMMER® Baking Soda to create this guide. It’s loaded with tips that will help you eliminate tough pet messes and odors, while keeping your home fresh and your beloved pet happy and healthy.

We hope that this guide will help you enjoy your pet—and your home—more than you already do!

**Charlotte Reed,**  
**author and pet lifestyle expert**

[www.armhammerpets.com](http://www.armhammerpets.com)



## A Better Litter Box

If you're like more than 90% of cat owners, a fresh home is important to you.<sup>1</sup> It's only natural, considering the amount of time you spend to care for your home. But litter boxes that aren't cleaned properly or not filled with odor-controlling litter can undermine your efforts to present a clean, fresh space. And a dirty or overcrowded box may cause your cat to search for alternative places to go—like your favorite hand-knotted rug or a potted plant! To prevent this inappropriate behavior:

- Get the right size litter box for your cat. Don't choose a huge box for a small kitten or a small box for an overweight cat. Make sure your cat can turn around, scratch, dig and position himself comfortably.
- Consider more than one box if you have more than one cat, or more than one floor in your home. Many cats dislike sharing their litter box, and multiple boxes do not get filled with waste as quickly.
- Scoop the litter daily and change the litter regularly—it's healthier for your cat and also helps control odor.
- Choose a fine-grain, clumping litter that soaks up waste and is easy to remove in one scoop.
- Wash the litter box weekly using a mild soap, and rinse well.

The litter box is hardly an attractive room accessory. It's best to put it in an easy-to-access, pleasant area away from places where people gather (like the kitchen, dining room, or family room) and away from noisy appliances. Don't change the box's location frequently, as most cats do not like their routines to be disrupted.

## Grooming and Exercise

Pet hair and dander that collects on furniture or in carpet can also contribute to pet odors in your home—not to mention ruin the look and longevity of your upholstery. If you have a long-haired cat, groom her regularly and make sure she is cleaning herself properly. If she stops cleaning herself, it's often a sign of health issues. Check with your veterinarian.

Healthy cats get regular exercise. Make sure yours has plenty of toys and space to play. Toys that bring out your cat's natural instincts to bat, pounce, jump and climb—like a fishing pole toy—are best. Buy a scratching post to keep your furniture scratch-free, and trim her nails once a month.

### Extra Clean Tip

One in four pet owners (22%) considers pet accident stains to be the worst odor in their home.<sup>1</sup> If your cat urinates outside the litter box, it is important to clean up the area completely. Any remaining odor could lead your cat to urinate in that same spot again. Never use ammonia to clean the spot, as it smells too much like cat urine.



## An Inside Secret

That delicious-smelling plug-in air freshener is no match for the lingering odors from pet accidents in the home—especially if those accidents are not cleaned properly. Dog owners deal with this problem at least twice in their dogs' lives: when their dog is a puppy and when he is a senior. Try these tips to avoid messy accidents and keep your home fresh-smelling:

- If you have a puppy or small dog, try to set aside an indoor spot for him to use. Instead of towels or newspapers, try a puppy or doggie pad that can absorb liquid and odor, too.
- It's only natural that a pet that's cooped up all day may have accidents indoors. If you don't have a yard, make sure to take long walks or arrange for a dog walker when you're at work or away.
- Protect your hardwood floors, grass, trees and flower beds by rewarding your dog when she goes in the right indoor or outdoor spot. A reward will encourage her to repeat the action.
- Clean up accidents quickly, and use a baking soda solution to eliminate remaining odors. Like cats, if dogs can smell traces of their urine in a spot then they may choose that spot to go again.

If your well-trained dog begins having frequent accidents in the home, it can be a sign of health problems. If your pet has repeated accidents, speak to your vet about this change in behavior and schedule a comprehensive exam.

## Grooming and Exercise

Be sure to give your dog the same TLC you give yourself and your home. Use a wash cloth or pet wipe to keep your pet's face clean, especially if you have a breed of dog with facial folds. Brushing and combing are the easiest ways to make him presentable, and they also remove shedding hair and debris from his coat, keeping your home cleaner. Also, bathe your dog at least once a month.

Doggie breath can also add to a less-than-clean-smelling home. You should brush your dog's teeth frequently. Be sure to use a doggie—not human—toothbrush and toothpaste. If your dog's breath is consistently bad, check with your veterinarian, as it may be the sign of an underlying medical problem.

In addition to regular check-ups, your dog also needs daily exercise and toys that offer mental stimulation. Playing with your dog deepens your animal-human bond. Walking your dog is a great way to spend some time with him alone, give him some exercise and meet other dogs and their owners.



# Pets and Your Guests



When guests visit, you want your home to be as welcoming as possible—and you want them to notice your special touches, not your pet’s fur or odor. Take a few extra, easy steps to be sure that your guests feel comfortable.

**Clean and freshen up** About half of cat owners (47%) believe their guests notice pet smells in their home.<sup>1</sup> Thoroughly clean and vacuum your entire home, and pay special attention to your guest room. Open a window, run a fan to circulate air, and place fresh flowers around your home. However, be careful that these don’t create hazards for your pet. Your guests will be greeted with freshness, not odor. After the room is prepared, limit pet access.



**Make your home human-friendly** Before guests arrive, tell them you have a pet and describe his personality. Ask them if they suffer from pet allergies and how to best alleviate their sensitivities. Most people with pet allergies are generally sensitive to dander, saliva and urine.

**Get odor-free** Clean litter boxes and put pet toys and bedding away, preferably in a room where guests won’t go, so your pet has a retreat from all the commotion.

**Fur-busters!** You want your guests to relax on the living room chair, so make sure it is not covered with fur. In addition to vacuuming and cleaning the furniture and carpets, it is also helpful to keep a lint brush handy.

**Take a hike** To avoid any unwanted accidents, take your dog out for a walk before your guests arrive, and try to keep to his regular walking and feeding schedule.

## Extra Clean Tip

Think about walking into a restaurant where the food aromas smell wonderful—but by the end of the meal, you don’t smell them so much. The same can be true of your home when you have a pet—your nose may be used to the smell. Ask a family member or friend to give your home a “sniff test.”

# Healthy Pets Are Happier –

## and Smell Better Too!



Of course you want your home to look good, but even more important to you is the health of your precious pet. When your pet displays behavioral problems like accidents in the home or hygiene problems like excessive shedding, poor self-grooming, or bad breath, it may be a sign of a health problem. Follow these tips to keep your pet healthy and prevent future problems:

**Don't avoid the vet.** Your vet should see your cat or dog at least once a year and twice a year if your pet is a senior. She'll be more likely to recognize any health conditions that may have developed between visits and more familiar with your pet in case of emergencies. You'll also save on your pet's medical expenses in the long run.

**Stick to a flea and tick program.** Fleas and ticks can cause a health problem for your pet but also for your home. Talk to your vet about the best prevention for your pet.

**Pay attention.** Alert your vet about sudden or unusual changes in behavior, such as vomiting or diarrhea; decline in grooming habits or obsessive grooming; spraying urine; or listlessness or lack of energy.

**Serve good quality food and water.** Like people, pets need to eat healthy diets to promote good health. Unfortunately, many American pets are overweight. Don't over-feed your pet or feed it table food. Control portions at mealtime and avoid overfeeding treats.

**Create a healthy space.** Your cat or dog deserves clean, odor-free and comfortable places to eat, sleep, and relieve himself – just like the human members of your family! Wash feeding bowls daily, provide your pet a bed or place of his own, and maintain potty areas.

### More Fresh Pet Home Tips

1. Vacuum frequently. A vacuum that uses HEPA filtering is best.
2. Wash pet bedding and toys regularly. Follow manufacturers cleaning instructions for pet toys.
3. For optimal freshness, don't allow your pet to climb on the furniture or on surfaces like counters or tables.
4. Make sure that your home has adequate ventilation that lets fresh air in.
5. Clean food bowls and feeding areas daily.



# Covering Up Pet Odor Is Not Enough



You can flip over a wine-stained couch cushion or fix that nick in your dresser with a marker, but simply masking odors doesn't work. Our survey reveals that most cat owners—as many as 60%—choose to cover odor up by using air fresheners,<sup>1</sup> but the unpleasant smell will return once the fragrant deodorizer you masked it with is gone. It's best to eliminate an odor at its source.

Forty-five percent of cat owners use an odor eliminator—but not one made specifically for pet odors.<sup>1</sup> A better choice is baking soda, a natural, proven way to do it. When ARM & HAMMER® Baking Soda comes into contact with a substance that's either too acidic or too alkaline (science calls this pH), its natural effect is to tilt the pH "seesaw" back toward level—wiping out the smell.

## Prevent Pet Odors with ARM & HAMMER®

**ARM & HAMMER® Clumping Cat Litters** are boosted with powerful baking soda crystals, which instantly destroy the toughest odors on contact, and are newly formulated with Ammonia Block, which blocks the nasty ammonia odors caused by the breakdown of urine.

**ARM & HAMMER® Cat Litter Deodorizer**, available in both spray and powder form, adds an extra boost of odor-fighting power to your litter. The spray formula coats the granules in the litter for superior odor control. The powder formula also keeps soiled litter from sticking to the bottom of your litter box for easier cleaning.

**ARM & HAMMER® Puppy Pads and Doggie Pads** are super-absorbent for superior floor protection. They have a triple-layer construction that resists digging and clawing, locks in wetness, and destroys odor on contact.

**ARM & HAMMER® White Bites™ Oral Care Dog Treats** are safe, tasty, digestible and infused with baking soda to help maintain clean teeth and fresh breath.

**ARM & HAMMER® Pet Stain & Odor Remover Plus Oxi-Clean®** removes the toughest pet odors and stains forever.\* The formula contains ARM & HAMMER® deodorizers to remove odors safely and effectively and OXICLEAN® to remove stains using a special oxygenation process.

Look for these other great products from ARM & HAMMER®: **ARM & HAMMER® Canine Oral Care™ toothbrushes, ARM & HAMMER® White Bites™ Oral Care Dog Treats, ARM & HAMMER® Vacuum Bags, and ARM & HAMMER® Plus OxiClean® Dirt Fighters Pet Fresh® Odor & Dirt Eliminator.**

### Extra Clean Tip

For a fresh, odor-free home, start with ARM & HAMMER®, the expert in Pet Home Care solutions. For more great tips on keeping your home pet-friendly and pet-fresh, please visit us at [Armhammerpets.com](http://Armhammerpets.com) or [ArmandHammer.com](http://ArmandHammer.com).

\* When applied promptly, as directed, when an ordinary pet stain has occurred.

<sup>1</sup> CHURCH & DWIGHT, the makers of ARM & HAMMER branded products commissioned StrategyOne to conduct a nationwide telephone omnibus survey of 248 American cat owners regarding the actions Americans currently take to minimize pet odor in their homes. Interviews were conducted via telephone from April 24, 2009 through April 26, 2009.