

LUCY PET Cats INCREDIBLE™

Ammonia Forms in Your Cat's Litter Box.
It's Toxic to Your Cat and to You...

Finally, a cat litter that
won't let that happen.



Cats Incredible™ has breakthrough patent-pending technology
that **STOPS AMMONIA** from forming in the litter box!

NO BORATES

See our Lucy Pet
Formulas for Life™ Cat Food
on the reverse side of this book!

"I am thrilled we can now cross off
'Ammonia Exposure from Litter' as
a potential cause of upper
respiratory infections."

- Dr. Karen "Doc" Halligan, DVM
Renowned Veterinarian and Author
Chief Veterinary Officer
of The Lucy Pet Foundation



 **Veterinarian
Approved**

**PRODUCTS WITH A
CAUSE™**

We are committed to helping animals by donating to the
Lucy Pet Foundation, whose mission is to reduce pet
overpopulation and support other animal welfare causes.

lucypetproducts.com



Do you know what DANGERS are lurking in your cat's litter box?

Lucy Pet Cats Incredible™
Prevents Ammonia from forming
in the litter box.



The Results are in:

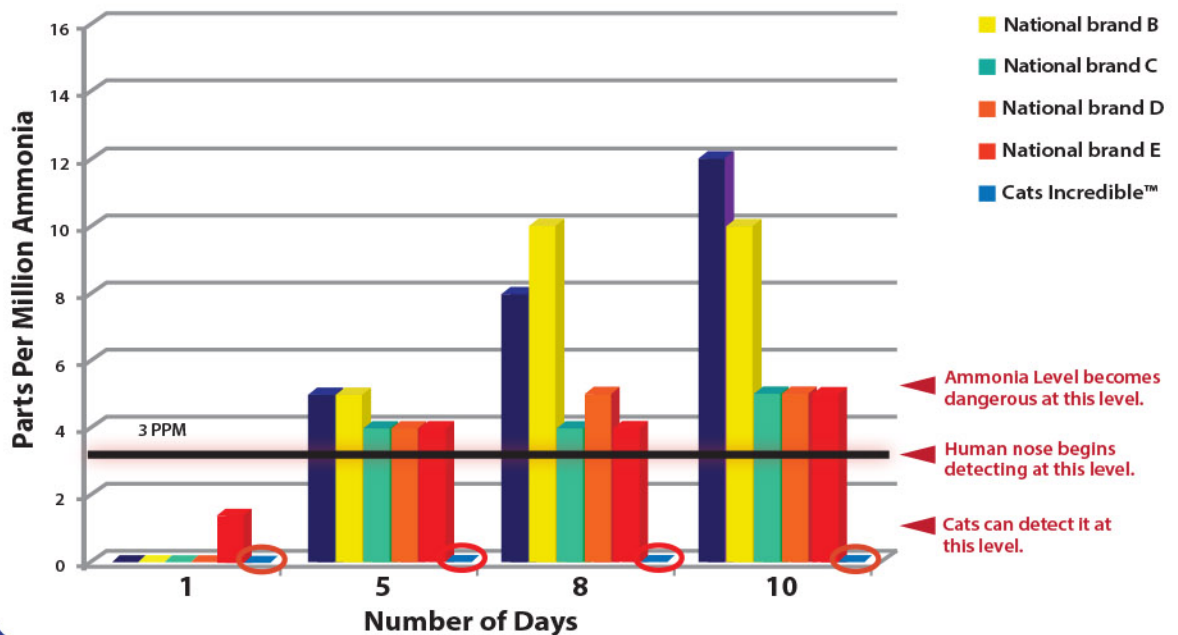
Independent Data indicated that even after **10+ days** of use, litter boxes with Cats Incredible™ litter **did not** have ammonia present.

Other brands had significant and dangerous levels of ammonia.

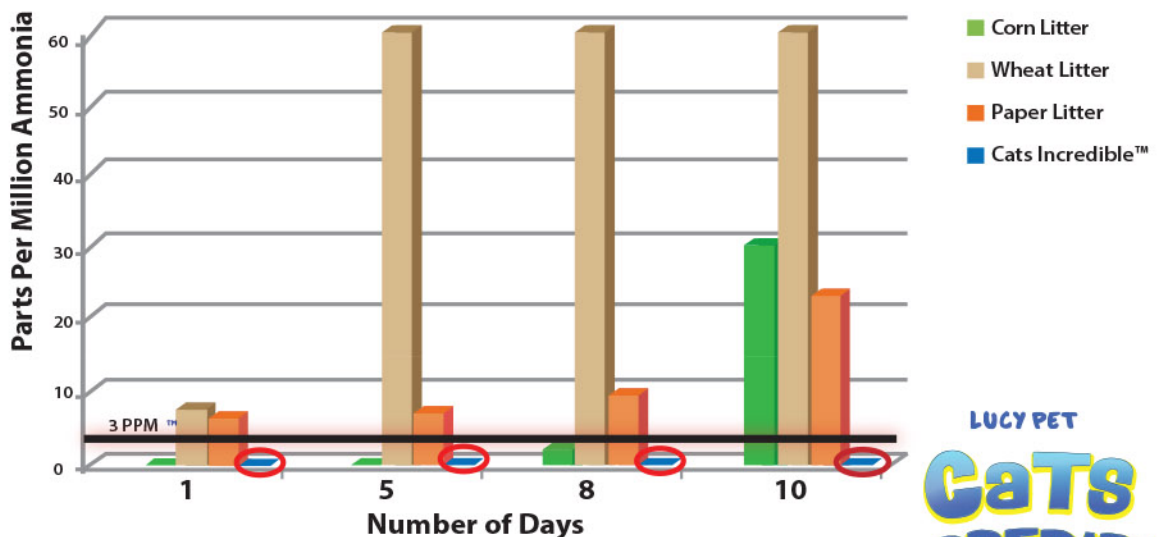
Ammonia quickly builds up in both ordinary clay and alternative litters.

These studies show Cats Incredible™ kept ammonia at undetectable levels even after 10+ days of use.

Cat's Incredible™ vs Other Clay Brands



Cat's Incredible™ vs Alternative Litters



LUCY PET

**Cats
INCREDIBLE**



Ammonia is the silent pet KILLER.

Environmental ammonia exposure is unhealthy for pets.

Ammonia, the source of that pungent smell, is a health hazard that can be dangerous for both cats and people. **Cats Incredible™ is the only litter on the market that actually stops ammonia from forming.** Its patent-pending technology keeps your home healthy and odor-free.

Cat Urine + Bacteria = NH_3 (Ammonia)



Cat Urine + Bacteria = ~~NH_3 (Ammonia)~~



Some facts on Ammonia in the litter box:

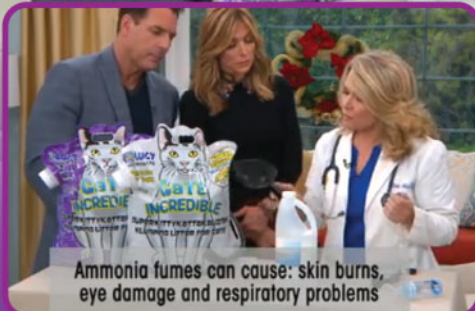
- Ammonia levels can reach as high as 15 ppm in 10 days if box is not cleaned properly.
- Ammonia levels can reach as high as 30 ppm in 15 days if the box is not completely cleaned out.
- Ammonia can be detected as early as 3 days after complete clean out of the box.
- The elderly become desensitized over time and do not detect the potent smell.

Symptoms in Cats with Ammonia Exposure:

- | | | |
|-----------------------|--------------------------|------------------------|
| • Panting or weakness | • Loss of appetite | • Hair loss |
| • Wet runny nose | • Diarrhea | • Depression |
| • Drooling | • Burns around the mouth | • Convulsions |
| • Vomiting | • Dull, squinting eyes | • Difficulty breathing |
| • Trembling limbs | • Dull looking coat | |

Doc Halligan demonstrates
by measuring **0.0 Ammonia Levels**
inside a 5 day old used litter box
filled with Cats Incredible™
litter on Hallmark's
Home & Family show!!

HOME & FAMILY



Ammonia fumes can cause: skin burns,
eye damage and respiratory problems



Go to catsincredible.com to watch the full video and share!



Unlike some popular litter brands,
Lucy Pet **NEVER** uses harmful borates.

Borates have been banned in Europe and many other countries because they are considered as cancer causing class 1B carcinogens and mutagens. Borates and boric acid are used in such products as laundry detergent, fungicides, insecticides, and teeth bleaching chemicals. Studies have shown that borates can be irritants to the eyes and skin. Chronic exposure to borates can produce eye irritation, cough, and skin rash. Higher doses of exposure have been linked with seizures and convulsion. Borates have been banned in the use of all personal and cosmetic applications. Therefore, we would not use borates in our Cats Incredible™ formulas.

On 6/11/15, the European Chemicals Agency elected to include boric acid and sodium tetraborate or borax, to its list of chemicals of very high concern in Article 57 in Annex XIV of the REACH (Registration, Evaluation, Authorization and Restriction of Chemicals) Regulation. The EU Chemical Agency has given these molecules the classification of Category 1B, carcinogenic, mutagenic or toxic for reproduction. Many countries including Indonesia, Canada, and Europe have banned or warned against the use of these molecules in cosmetics, household cleaners, and pesticides due to over exposure, which leads to developmental and reproductive health effects. Europe has banned with no exception the use in cosmetic products.

More Reasons to Choose Cats Incredible:



Eradicates Odor: Ammonia is the main source of unpleasant litter box odors. Without ammonia, the litter box stays fresher longer, keeping your home smelling clean!



Attractive to Cats: Cats Incredible™ is made with sodium bentonite clay, which cats prefer. Our ammonia-blocking technology also keeps finicky cats happy and consistently using their litter box.



Safe and Reliable: Pet safe! Cats Incredible™ is appropriate for use with all cats, even those with sensitivities. Studies show Cats Incredible™ kept ammonia at undetectable levels even after 10 days of use.

Our Clay Litter is Earth Friendly

As a California-based company, Lucy Pet Products cares very deeply about the environment. We selected a partner with an outstanding environmental record to provide 100% pure sodium bentonite.

- The clay we source is carefully procured with procedures that preserve and protect the environment, with special care to reclaim the land.
- Native pasture grasses are planted to help vegetation and ground cover for small animals, birds, and insects, as well as to become productive for farming or ranching.
- Layers of new soil are specially contoured to blend in with the natural topography of the area.

Often, this process actually improves the surface area for wildlife for better feeding, grazing or nesting opportunities.

- Our Clay litter has better odor control = less use
- Better Clumping = less use
- Fine material better than coarse material
- Fine particles have higher absorption capacity = less use
- Additives improve material efficiency
- Smell Squasher™ additive stops ammonia (≠ masking) = less use because consumer won't need to completely dump litter box as often as corn/wheat or other brands of clay.
- **The Greenest: Cats Incredible™ clumping clay litter with Smell Squasher™ = less use**

*Honesty, transparency and the full facts,
from a company that cares.*

Proudly made in the USA. 



Which Litter Type is Truly More Earth Friendly?

Litter Life Cycle Analysis

Know the facts on the process, energy & resources it takes to create each type of litter.



Clay

1. Responsible Mining
2. Drying & Extrusion
3. Crushing & Sieving
4. Packaging



Corn

1. Water to grow crops
2. Fertilizer & Pesticides may be added to crops
3. Harvesting trucks and labor
4. Washing
5. Drying & Extrusion
6. Crushing & sieving
7. Packaging



Wheat

1. Water to grow crops
2. Fertilizer & Pesticides may be added to crops
3. Harvesting trucks and labor
4. Washing
5. Drying & Extrusion
6. Crushing & sieving
7. Packaging

Overall Conclusion:

*In general all clay materials have very low CO2 emissions:
average 30 gr CO2 per kg per cat per day = 12 Watt LED, 6 hours/day*

The Truth about Clay Litters

Cats Incredible™ Clay Litter:

- High performance in odor control
- Preferred by the cat (natural sand)
- Highest bacteria control: feces malodor
- Less complex to produce
- Responsible mining
- Sodium activated
- Unlimited availability
- Very good CO₂ carbon results

Facts about “Alternative Litters”

Corn and Wheat Litters:

- Poor performance in odor control
- Organic material feeds bacteria & mold
- Frequently rots in presence of moisture
- Attracts pests
- Poor litter acceptance by the cat
- More expensive and complex production processes
- Requires precious water supply to grow crops
- Low grade recycling
- Limited availability raw material
- Poor CO₂ carbon results

The Facts Speak for Themselves.

Lucy Pet™ Cats Incredible™

A healthier litter for your cat, and you.

LUCY PET CaTS INCREDIBLE™

Lucy Pet™ CaTS Incredible™ is Safe and Reliable. Cats Incredible™ is appropriate for use with all cats, even those with sensitivities. Cats Incredible™ is made with sodium bentonite clay, which is attractive to cats. Our ammonia-blocking technology also keeps finicky cats happy and consistently using their litter box.

Available in Unscented and Light Lavender.

- Quick Clumping formula results in firm, easy to scoop clumps.
- 99.9% Dust Free.
- Patent pending technology to stop ammonia from forming.
- Very low tracking, so your home will stay cleaner.
- Non-toxic, long lasting formula.
- Made in the USA.
- Products with a Cause™ supports animal welfare.
- Veterinarian approved.



Cats Incredible™ Unscented
Cat Litter 25 lb (11.34 kg)



Cats Incredible™ Unscented
Cat Litter 14 lb (6.33 kg)



Cats Incredible™ Light Lavender Scent
Cat Litter 25 lb (11.34 kg)



Cats Incredible™ Light Lavender Scent
Cat Litter 14 lb (6.33 kg)



Cats Incredible™ Unscented
Cat Litter 20 lb (9.1 kg)



Cats Incredible™ Light Lavender Scent
Cat Litter 20 lb (9.1 kg)



Cats Incredible™ Lavender
Cat Litter 35 lb (15.9 kg)



Cats Incredible™ Light Lavender Scent
Cat Litter 35 lb (15.9 kg)



Lucy Pet Products™ Shampoos and Conditioning Sprays for Dogs and Cats

**No parabens, sulfates
or phosphates**

Cruelty Free

Lucy Pet Products™ Shampoos and Leave-in Conditioning Sprays contain natural ingredients which are effective, soothing and coat-enhancing. Our carefully prepared formulas ensure that your dog or cat will have a beautifully conditioned coat that smells great!

- Six really great smelling formulas in beautiful bottles.
- Made with natural ingredients and are cruelty-free.
- No parabens, sulfates, phosphates or other harsh chemical ingredients.
- Each shampoo and Leave-In Conditioning Spray has a functional benefit to the coat & skin.
- Our Leave-in Conditioning Spray can be used after a bath, or for in between baths to condition & freshen up coat.
- Our shampoos and conditioners are proudly manufactured in a 100% Solar Powered production facility in Southern California.  



SURFIN' JACK™ Moisturizing Coconut Shampoo



SURFIN' JACK™ Coconut Leave-In Grooming/Conditioning Spray

Surfin' Jack™ Moisturizing Coconut Shampoo has a blend of mild natural coconut oil cleansers with moisturizing sunflower seed oil plus rehydrating revitalizing coconut water to add shine and suppleness to your pet's coat. A great way to get your pet clean and smelling like summer all year round.

Surfin' Jack Shampoo Ingredients: Water, Coconut oil (mild) cleansing blend, Sunflower (Helianthus Annuus) Seed Oil (conditioning), Coconut water (skin soothing), Sodium Chloride, Citric Acid, safe and effective preservatives: (Methylchlorisothiazolinone and Methylisothiazolinone), Thickener, Fragrance

Surfin' Jack Leave-In Conditioning Spray Ingredients: Water, Coconut and Vegetable Based conditioners, Cetrimonium Chloride, Chamomile Flower Extract and Papaya Fruit Extract (shine enhancers), Silk Amino Acids (hair detangler), Panthenol (hair strengthener), Hydrolyzed Whole Oats (moisturization), Tocopheryl Acetate (antioxidant), Polysorbate 20, safe and effective preservatives: (Phenoxyethanol, Caprylyl Glycol and Ethylhexyl glycerin), Fragrance.



SURFIN' JACK SHAMPOO 17 oz (500 ml) EACH



SURFIN' JACK SHAMPOO 17 oz (500 ml) CASE



SURFIN' JACK CONDITIONING SPRAY 8 oz (237 ml) EACH



SURFIN' JACK CONDITIONING SPRAY 8 oz (237 ml) CASE

BERRY BERRY SMELLCIOUS™ Tropical Freshening Shampoo



BERRY BERRY SMELLCIOUS™ Leave-In Grooming/Conditioning Spray

Berry Berry Smellicious™ Tropical Freshening Shampoo is a combination of multiple natural berry extracts mixed in a tropical base for a clean fresh smell, which may just make your pet want to do the mambo.

Berry Berry Shampoo Ingredients: Water, Coconut oil (mild) cleansing blend, Seabuckthorn berries extract (skin soothing), Rosemary Extract (antioxidant), Cranberry Extract (antioxidant), Raspberry extract (moisturizer), Sodium Chloride, Citric Acid, Thickener, safe and effective preservatives: (Methylchlorisothiazolinone and Methylisothiazolinone), Fragrance.

Berry Berry Leave-In Conditioning Spray Ingredients: Water, Coconut and Vegetable Based conditioners, Cetrimonium Chloride, Chamomile Flower Extract and Papaya Fruit Extract (shine enhancers), Silk Amino Acids (hair detangler), Panthenol (hair strengthener), Hydrolyzed Whole Oats (moisturization), Tocopheryl Acetate (antioxidant), Polysorbate 20, safe and effective preservatives: (Phenoxyethanol, Caprylyl Glycol and Ethylhexyl glycerin), Fragrance.



BERRY BERRY SHAMPOO 17 oz (500 ml) EACH



BERRY BERRY SHAMPOO 17 oz (500 ml) CASE



BERRY BERRY CONDITIONING SPRAY 8 oz (237 ml) EACH



BERRY BERRY CONDITIONING SPRAY 8 oz (237 ml) CASE

THE BIG APPLE™ Skin Soothing Apple Oatmeal Shampoo



THE BIG APPLE™ Apple Oatmeal Leave-In Grooming/Conditioning Spray

The Big Apple™ Skin Soothing Apple Oatmeal Shampoo is skin soothing, tearless and coat-enhancing. A great way to get your pet clean and smelling good for a night on the town or just on the couch watching TV with you!

The Big Apple Shampoo Ingredients: Water, Coconut oil (mild) cleansing blend, Oat oil (Avena Sativa Kernel Oil, anti-irritant), Whole Oats (skin soothing), Apple fruit extract (moisturizer), Sodium Chloride, Citric Acid, Thickener, safe and effective preservatives: (Methylchlorisothiazolinone and Methylisothiazolinone), Fragrance.

The Big Apple Leave-In Conditioning Spray Ingredients: Water, Coconut and Vegetable Based conditioners, Cetrimonium Chloride, Chamomile Flower Extract and Papaya Fruit Extract (shine enhancers), Silk Amino Acids (hair detangler), Panthenol (hair strengthener), Hydrolyzed Whole Oats (moisturization), Tocopheryl Acetate (antioxidant), Polysorbate 20, safe and effective preservatives: (Phenoxyethanol, Caprylyl Glycol and Ethylhexyl glycerin), Fragrance.



THE BIG APPLE SHAMPOO 17 oz (500 ml) EACH



THE BIG APPLE SHAMPOO 17 oz (500 ml) CASE



THE BIG APPLE CONDITIONING SPRAY 8 oz (237 ml) EACH



THE BIG APPLE CONDITIONING SPRAY 8 oz (237 ml) CASE

BLUE LIGHTNING™ Blueberry Brightening Shampoo



BLUE LIGHTNING™ Blueberry Leave-In Grooming/Conditioning Spray

Blue Lightning™ Blueberry Brightening Shampoo will bring out the sparkling sheen of any color of coat! This is the shampoo your pet would buy for himself if he had cash.

Blue Lightning Shampoo Ingredients: Water, Coconut oil (mild) cleansing blend, Shea and Palm butter (hair and skin conditioning), Jojoba Oil (conditioning), Blueberry fruit (antioxidant), Sodium Chloride, Citric Acid, Thickener, safe and effective preservatives: (Methylchlorisothiazolinone and Methylisothiazolinone), Fragrance, Blue 1, Red 33.

Blue Lightning Leave-In Conditioning Spray Ingredients: Water, Coconut and Vegetable Based conditioners, Cetrimonium Chloride, Chamomile Flower Extract and Papaya Fruit Extract (shine enhancers), Silk Amino Acids (hair detangler), Panthenol (hair strengthener), Hydrolyzed Whole Oats (moisturization), Tocopheryl Acetate (antioxidant), Polysorbate 20, safe and effective preservatives: (Phenoxyethanol, Caprylyl Glycol and Ethylhexyl glycerin), Fragrance.



BLUE LIGHTNING SHAMPOO 17 oz (500 ml) EACH



BLUE LIGHTNING SHAMPOO 17 oz (500 ml) CASE



BLUE LIGHTNING CONDITIONING SPRAY 8 oz (237 ml) EACH



BLUE LIGHTNING CONDITIONING SPRAY 8 oz (237 ml) CASE

PURPLE RAIN™ Calm and Clean Lavender Shampoo



PURPLE RAIN™ Lavender Leave-In Grooming/Conditioning Spray

Purple Rain™ Calm and Clean Lavender Shampoo with natural lavender oil is a great way to not only get your pet clean but calm too.

Purple Rain Shampoo Ingredients: Water, Coconut oil (mild) cleansing blend, Calming skin soothing blend: Lavender Oil (Lavandula Angustifolia), Chamomile Flower Extract, Mushroom Extract (Ganoderma Lucidum) and Echinacea Extract (Angustifolia Root/Echinacea Purpurea), Sodium Chloride, Citric Acid, Thickener, safe and effective preservatives: (Methylchlorisothiazolinone and Methylisothiazolinone), Fragrance.

Purple Rain Leave-In Conditioning Spray Ingredients: Water, Coconut and Vegetable Based conditioners, Cetrimonium Chloride, Chamomile Flower Extract and Papaya Fruit Extract (shine enhancers), Silk Amino Acids (hair detangler), Panthenol (hair strengthener), Hydrolyzed Whole Oats (moisturization), Tocopheryl Acetate (antioxidant), Polysorbate 20, safe and effective preservatives: (Phenoxyethanol, Caprylyl Glycol and Ethylhexyl glycerin), Fragrance.



PURPLE RAIN SHAMPOO 17 oz (500 ml) EACH



PURPLE RAIN SHAMPOO 17 oz (500 ml) CASE



PURPLE RAIN CONDITIONING SPRAY 8 oz (237 ml) EACH



PURPLE RAIN CONDITIONING SPRAY 8 oz (237 ml) CASE

PUP A DUB DUB™ TIME FOR THE TUB™ Gentle Puppy Fresh Shampoo



PUP A DUB DUB™ Puppy Fresh Leave-In Grooming/Conditioning Spray

Pup a Dub Dub™ Time for the Tub™ is a fun way to teach your puppy or kitten how to take a bath like a grown up. You and your pet will be grinning ear to ear when it's time for the tub. This gentle formula can also be used on adults.

Pup a Dub Dub Time for the Tub Shampoo Ingredients: Water, Coconut oil (mild) cleansing blend, Sesame (Sesamum Indicum) Seed Oil (conditioning), Aloe Barbadensis Leaf Juice, Panthenol, Sodium Chloride (natural thickener), Citric Acid, safe and effective preservatives: (Methylchlorisothiazolinone and Methylisothiazolinone), Thickener, Fragrance.

Pup a Dub Dub Time for the Tub Leave-In Conditioning Spray Ingredients: Water, Coconut and Vegetable Based conditioners, Cetrimonium Chloride, Chamomile Flower Extract and Papaya Fruit Extract (shine enhancers), Silk Amino Acids (hair detangler), Panthenol (hair strengthener), Hydrolyzed Whole Oats (moisturization), Tocopheryl Acetate (antioxidant), Polysorbate 20, safe and effective preservatives: (Phenoxyethanol, Caprylyl Glycol and Ethylhexyl glycerin), Fragrance.



PUP A DUB DUB SHAMPOO 17 oz (500 ml) EACH



PUP A DUB DUB SHAMPOO 17 oz (500 ml) CASE



PUP A DUB DUB CONDITIONING SPRAY 8 oz (237 ml) EACH



PUP A DUB DUB CONDITIONING SPRAY 8 oz (237 ml) CASE