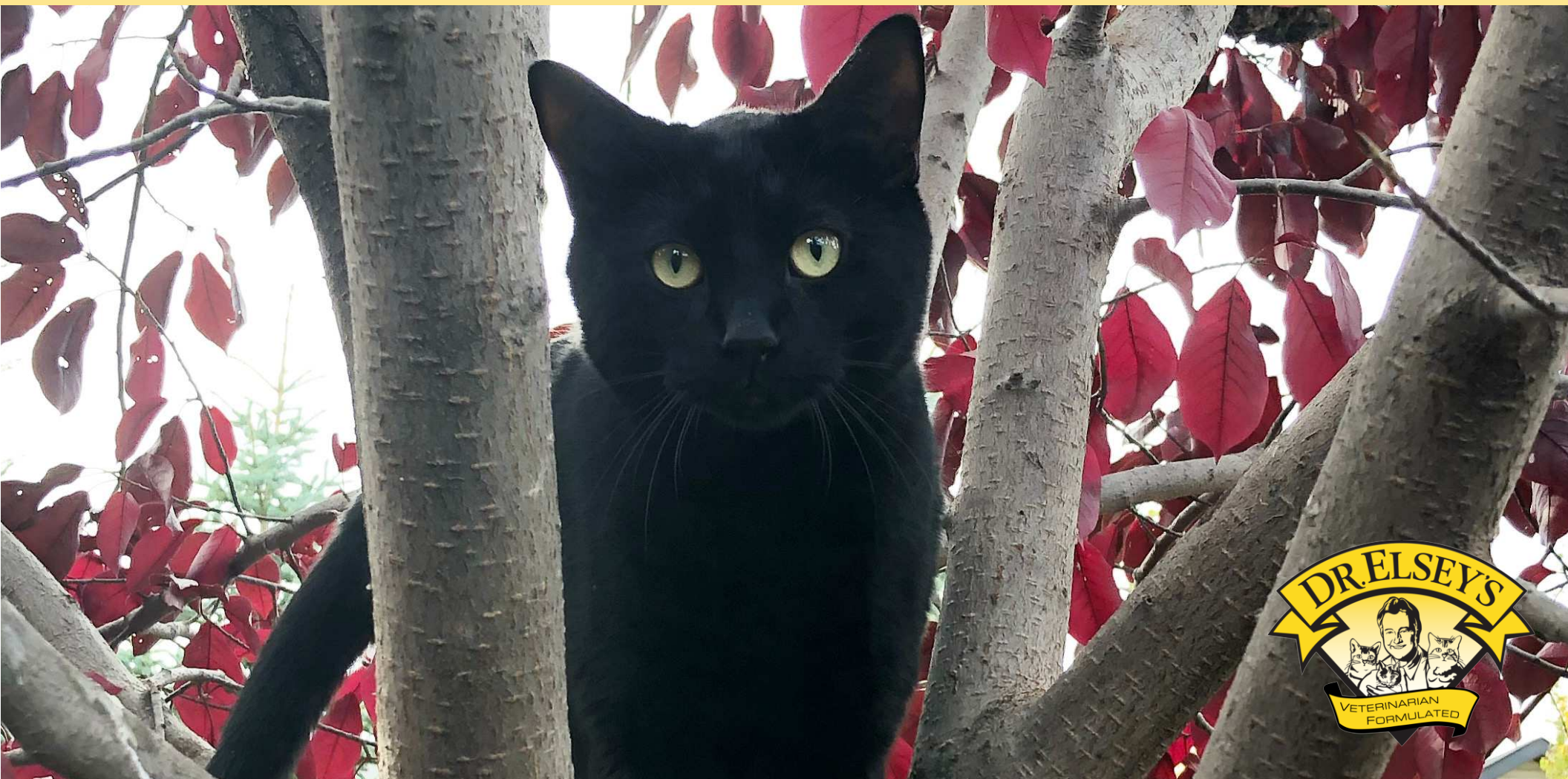


Dr. Elsey's YEAR OF THE CAT ADULT CALENDAR

2026 - 2027



The Year at a Glance

DR. ELSEY'S | ADULT EDITION
September 2026 - August 2027

September - 2026

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

October - 2026

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November - 2026

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

December - 2026

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

January - 2027

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

February - 2027

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

March - 2027

S	M	T	W	T	F	S
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

April - 2027

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

May - 2027

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

June - 2027

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

July - 2027

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August - 2027

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Notes:



Highlighted = the month's headline day



Dotted = a date worth celebrating or remembering



SEPTEMBER



🐾 MAGIC 🐾

We adopted her 2 years ago and we were told by the previous owners that she was named Magic since she was born on St Patties Day. She has brought much joy to our family and we love her dearly.



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

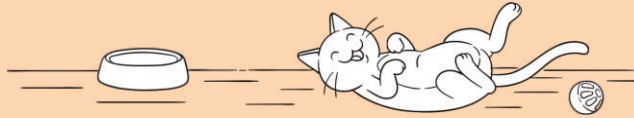
Pillar 2 (Provide Multiple and Separate Key Environmental Resources); Where and how cats eat can matter as much as what they're offered. In multi-cat homes, separate feeding areas can reduce competition and make it easier to monitor how much each cat is actually eating. Individual feeding routines also make changes in appetite easier to recognize.

Cat-First Insight: A cat can maintain the same number on the scale while their body composition changes. Muscle loss and fat gain can offset one another, which is why weight alone doesn't always tell the full story. Regularly assessing both weight and body condition gives you a clearer picture of how your cat is changing over time.



SEPTEMBER

Healthy Weight, Healthy Living



ADULT EDITION
DR. ELSEY'S

A healthy weight supports mobility, comfort and overall well-being throughout adulthood. But the number on the scale doesn't tell the whole story. Body condition, muscle tone, activity level and gradual changes over time can provide a more complete picture of your cat's health. Regular monitoring helps you recognize small changes before they become harder to address.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1 	2	3	4	5
6	7	8	9	10	11	12
13 	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28 	29	30	1	2	3



DATES TO CELEBRATE

1 Ginger Cat Appreciation Day

13 National Pet Memorial Day

28 🐾 World Rabies Day



THIS MONTH'S MISSION

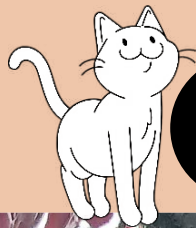
Revisit the baseline you established in January. Weigh your cat and compare the result with your earlier measurement, then take a closer look at their body condition. You should be able to feel the ribs beneath a light covering of fat and see a defined waist when looking from above. If you notice meaningful weight gain, weight loss or changes in body condition, talk with your veterinarian.



LITTER-BOX WISDOM

Even in a single-cat home, providing more than one litter box gives your cat options and helps ensure a clean box is available when they need it. In multi-cat households, the general guideline is one litter box per cat, plus one extra.

NOTES:



OCTOBER



🐾 BINX 🐾

One of his cutest tricks is giving fist bumps. He loves playing with his catnip toys and even has his very own catnip garden, which he happily lounges in.

His other great love is food — especially creamy treats, which he'll do just about anything for!

Binx is such a special, lovable little character and brings so much happiness and laughter to our home.



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

Pillar 5 (Respect a Cat's Sense of Smell); Scent is an important part of how cats understand and communicate within their environment. Scratching and facial rubbing leave familiar scent behind, helping cats establish a sense of familiarity and security. Avoid unnecessarily removing these scent cues or covering them with strong fragrances.

Cat-First Insight: Scratching isn't destructive behavior from a cat's perspective. It stretches the body, maintains the claws and leaves visual and scent signals in the environment. Providing appropriate scratching surfaces gives cats an acceptable place to perform a behavior they're naturally driven to express.



OCTOBER

Signs of a Healthy Cat



ADULT EDITION
DR. ELSEY'S®

Adult cats communicate a great deal through everyday behavior. Scratching, grooming, rubbing, stretching and exploring aren't random habits. They're part of how cats care for their bodies, communicate and interact with their environment. Learning what these behaviors look like for your cat can help you recognize both healthy patterns and meaningful changes.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



DATES TO CELEBRATE

- 16 Global Cat Day
- 27 National Black Cat Day
- 29 🐾 National Cat Day
- 31 Halloween keep cats safely inside (#orangeinside)



THIS MONTH'S MISSION

Choose a few everyday behaviors to pay closer attention to this month. Notice where and how your cat scratches, how often they groom, where they rub or leave scent and how they respond to changes around the home. Rather than correcting behaviors that seem inconvenient, consider what your cat may be trying to accomplish and provide an appropriate outlet when needed.

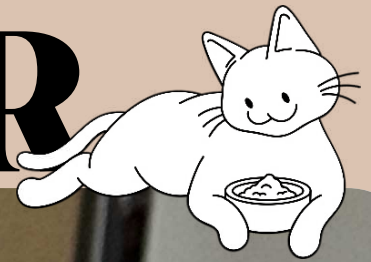


LITTER-BOX WISDOM

A covered litter box may provide privacy for people, but some cats prefer the visibility and easy escape routes of an uncovered box. Pay attention to your cat's preferences and choose a setup that makes them comfortable rather than one selected primarily for convenience. Whatever setup your cat prefers, keep the litter box unscented. Added fragrance may appeal to people, but it can be intrusive to a cat's sensitive sense of smell.

NOTES:

NOVEMBER



🐾 **MYLES** 🐾

Myles enjoys walks on a leash and rides in his stroller.



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

Pillar 4 (Provide Positive and Consistent Human-Cat Interaction); Familiar people can provide reassurance when the environment changes. Continue offering positive interactions through play, grooming or companionship, but allow your cat to decide when they want to participate. Maintaining that trusted relationship can provide a sense of familiarity during periods of change.

Cat-First Insight: Cats aren't incapable of handling change. They prefer the opportunity to investigate it on their own terms. Introducing something new gradually gives your cat time to observe, gather information and decide when it's safe to engage.



NOVEMBER

Preparing for Change



ADULT EDITION
DR. ELSEY'S®

Cats learn what to expect from the people, places and routines around them. When something changes, they may need time to understand what the new normal means. Holiday visitors, travel and household changes provide an opportunity to think about how transitions affect your cat. Introducing change gradually while preserving familiar resources can help your cat adjust with greater confidence.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5



DATES TO CELEBRATE

26 🐾 Thanksgiving



THIS MONTH'S MISSION

Identify one change your cat may encounter during the coming holiday season and prepare for it before it happens. If guests are visiting, establish quiet spaces ahead of time. If you're traveling, familiarize your cat with their caregiver and routine. If decorations or furniture will change the home, introduce them gradually and preserve access to the resources your cat already relies on.



LITTER-BOX WISDOM

If a litter box needs to be relocated, avoid moving it abruptly whenever possible. Introduce a second box in the new location while keeping the familiar box available, then allow your cat time to establish a preference before removing the original.

NOTES:

DECEMBER



🐾 **QUEENIE** 🐾

She is the sweetest ragdoll! She's a big fan of Dr. Elsey's litter!



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

Bringing the Five Pillars Together; A healthy feline environment evolves with the cat who lives in it. Safe places, accessible resources, opportunities to hunt and play, positive human interaction and respect for your cat's sense of smell provide a framework for lifelong care. Paying attention to how your cat engages with each one can help you continue meeting their needs as those needs change.

Cat-First Insight: Knowing your cat is one of the most important tools you have and among the biggest rewards of being a cat parent. Your cat's habits, preferences and behaviors create a language you learn through years of living together. The better you understand what's normal for your cat, the better prepared you are to recognize when they need something different.



DECEMBER

The Years We Share



ADULT EDITION
DR. ELSEY'S®

Living with an adult cat means getting to know them more deeply with every passing year. You learn their routines, favorite places, ways of communicating and the subtle behaviors that make them who they are. That familiarity is more than companionship. It helps you recognize changes, adapt their care and continue supporting their health as they move through the prime of life.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15 	16	17	18	19
20	21	22	23	24	25 	26
27	28	29	30	31 	1	2



DATES TO CELEBRATE

15 Cat Herders Day

25  Christmas

31 New Year's Eve



THIS MONTH'S MISSION

Look back at the health baseline you established in January. Weigh your cat again and consider what you've learned about their appetite, activity, body condition, behavior and litter box habits throughout the year. Note anything that has changed and carry that knowledge into your cat's next wellness visit and another year of thoughtful care.

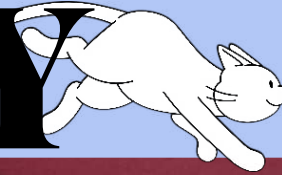


LITTER-BOX WISDOM

Your cat's litter box needs can change over time. A box, location or setup that has worked for years shouldn't be considered permanent simply because it worked in the past. Continue paying attention to how your cat uses the box and be willing to adapt when their needs or preferences change.

NOTES:

JANUARY



🐾 SCARLETT 🐾

She is our most loving friendly girl. She loves everyone and loves being loved.
She is also the Sherif of the other cats and keeps them in line.



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

Bringing the Five Pillars Together; A healthy feline environment begins with balance. Safe places, separate resources, opportunities to play and hunt, positive human-cat interaction, and respect for your cat's sense of smell work together to support lifelong health and well-being.

Cat-First Insight: Cats rarely announce when something is wrong. As both hunter and prey, they instinctively hide signs of weakness. The people who know their cats best are often the first to notice the smallest changes.



JANUARY

Know Your Normal



ADULT EDITION
DR. ELSEY'S

Your cat has settled into adulthood, making this the perfect time to establish a health baseline for the year ahead. Knowing your cat's normal weight, appetite, activity level, water intake, and litter box habits makes it easier to recognize meaningful changes over time. Small observations made consistently can play an important role in supporting lifelong health.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1	2 
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22 	23
24 	25	26	27	28	29	30
31	1	2	3	4	5	6



DATES TO CELEBRATE

2  Happy Mew Year for Cats Day

22 National Answer Your Cat's Questions Day

24 Change a Pet's Life Day



THIS MONTH'S MISSION

Create a health snapshot for your cat. Weigh your cat and record their weight, then observe their appetite, activity level, water intake, and litter box habits. Knowing what's normal provides a valuable baseline and helps you recognize subtle changes that may warrant a conversation with your veterinarian.



LITTER-BOX WISDOM

Your cat's litter box provides a daily window into their health. Take note of the size and number of urine clumps, stool consistency, and how often your cat uses the box. Knowing what's normal makes it easier to recognize changes that may warrant a conversation with your veterinarian.

NOTES:

FEBRUARY



🐾 LEXI & ADAM 🐾

Lexi and Adam different litters born June 2019 rescues Lexi is very outgoing while Adam is extremely shy.



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

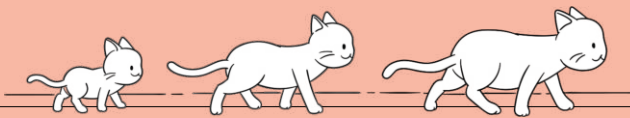
Pillar 5 (Respect Your Cat's Sense of Smell); Cats use scent to identify trusted companions and reinforce social bonds. When your cat rubs their cheeks or body against you, they are leaving familiar scent behind. Avoid strongly fragranced products, including scented litter, that may interfere with the familiar scents your cat uses to understand their home and relationships.

Cat-First Insight: Cats don't love like dogs because cats aren't small dogs. They express affection through trust, choice, and closeness on their own terms. Learning to recognize those moments helps you better understand the relationship you share.



FEBRUARY

Understanding Feline Affection



ADULT EDITION
DR. ELSEY'S®

Love looks different through a cat's eyes. Cats don't usually greet us with unrestrained enthusiasm or constant attention. Instead, they build relationships through trust, choice, and quiet companionship. Understanding how cats communicate affection helps us appreciate the unique bond we share.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14 	15	16	17	18	19	20 
21	22	23 	24	25	26	27
28	1	2	3	4	5	6

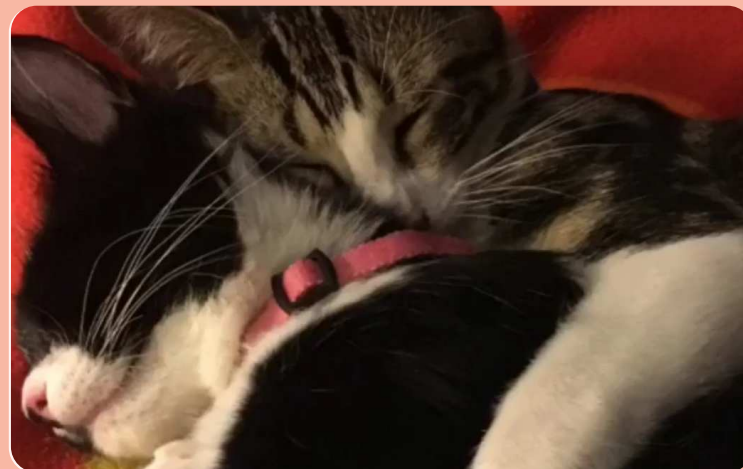


DATES TO CELEBRATE

14 Valentine's Day

20 Love Your Pet Day

23  World Spay Day



THIS MONTH'S MISSION

Spend a little extra quality time with your cat this month. Let them take the lead during play, grooming, or spending quality time together, and pay attention to how they choose to interact with you. Recognizing and respecting your cat's communication helps build trust and deepen your relationship.

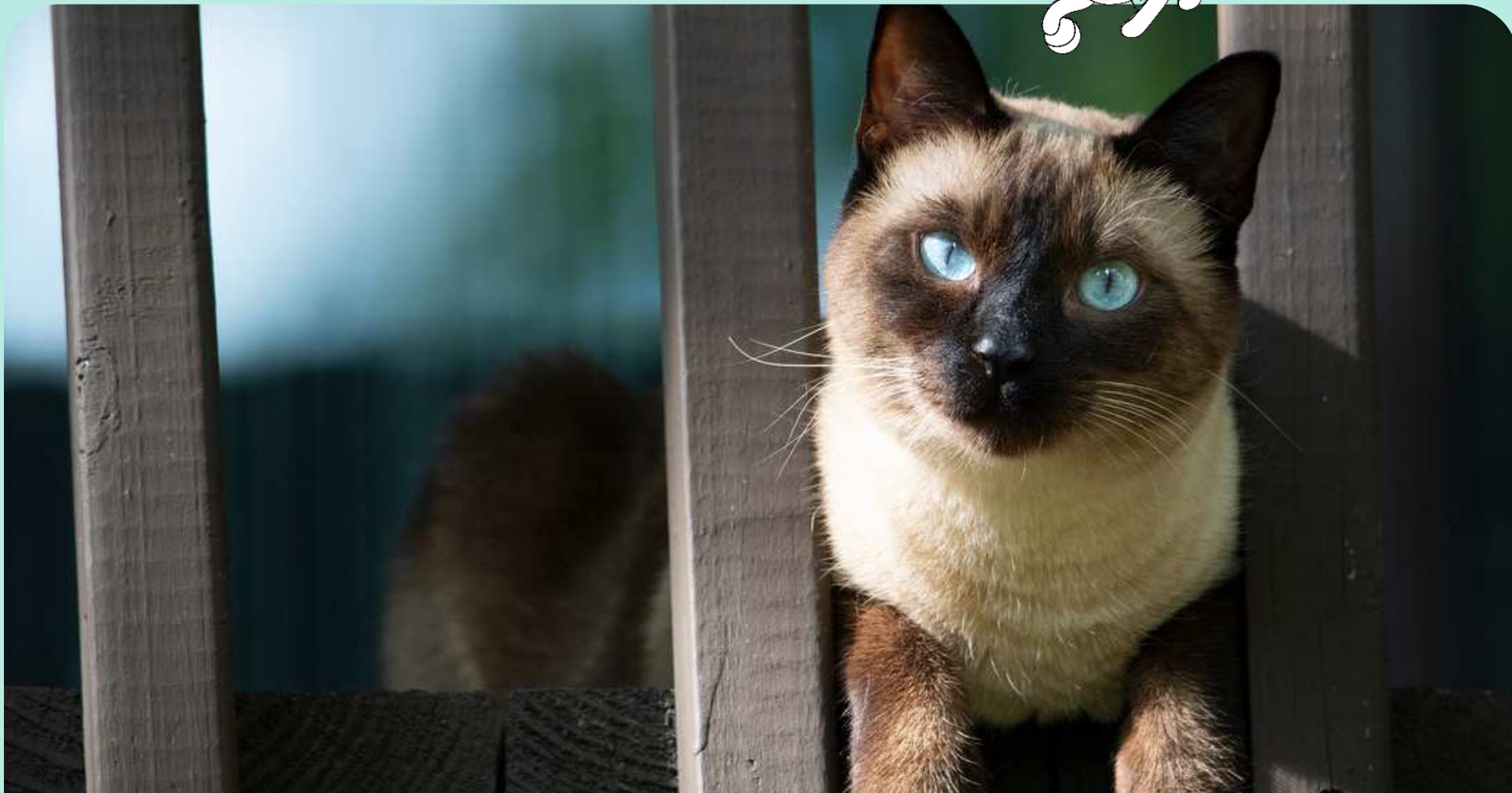


LITTER-BOX WISDOM

Scoop at least twice a day and completely replace litter according to household needs. A consistently clean litter box helps encourage regular use and gives you the opportunity to monitor your cat's health each day.

NOTES:

MARCH



🐾 SIMON 🐾

I found him in the middle of the road in Hawaii with his eyes sealed shut from a horrible eye infection and now is thriving and a beautiful blue eyed magical kitty! Aloha



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

Pillar 2 (Provide Multiple and Separate Key Environmental Resources); Food and water are both essential resources, but cats may prefer to access them in different locations. Providing fresh water in multiple areas of the home gives your cat more opportunities to drink while allowing them to choose the resources they prefer.

Cat-First Insight: Maintaining muscle matters throughout adulthood. Cats rely on animal protein to support lean muscle, and gradual muscle loss can be easy to overlook when body weight alone appears stable. Paying attention to both weight and body condition provides a more complete picture of your cat's health.



MARCH

Nutrition for the Long Run



ADULT EDITION
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Throughout adulthood, proper nutrition helps maintain lean muscle, support a healthy body condition and provide the nutrients your cat needs to thrive. Prioritizing animal-based protein and adequate hydration will help support your cat through the prime of life and lay the foundation for healthy years ahead.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3



DATES TO CELEBRATE

23 🐾 Cuddly Kitten Day

28 🐾 Respect Your Cat Day



THIS MONTH'S MISSION

Take a closer look at what and how your cat eats. Review portion sizes, monitor their weight and body condition, and make sure fresh water is always available. Look for opportunities to incorporate moisture-rich meals and prioritize animal-based protein to help maintain lean muscle throughout adulthood.



LITTER-BOX WISDOM

In multi-cat homes, litter boxes should be distributed throughout the home rather than grouped together in one location. Providing multiple options helps prevent one cat from controlling access and gives each cat multiple options when it's time to use the box.

NOTES:

APRIL



🐾 **BUNE** 🐾

When I adopted her, the only name she would answer to was Bunny - so I changed the spelling to BunE to make her name unique. This is the one and only time that I could get her to try on any holiday apparel.



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

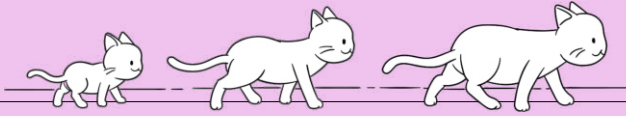
Pillar 3 (Provide Opportunity for Play and Predatory Behavior): Cats are built to stalk, chase, pounce and capture. Interactive play provides an outlet for these natural hunting behaviors while supporting movement, coordination and mental engagement. Short, focused play sessions throughout the day can help keep adult cats active and engaged.

Cat-First Insight: Cats aren't endurance athletes. Their natural hunting behavior relies on short bursts of intense activity followed by periods of rest. Several brief, engaging play sessions can better reflect this natural rhythm than expecting your cat to stay active for long periods.



APRIL

Healthy Movement



ADULT EDITION
DR. ELSEY'S®

Cats are natural athletes. Climbing, jumping, stalking, scratching and pouncing help maintain strength, coordination and mobility while allowing cats to express the behaviors that come naturally to them. Regular opportunities for movement throughout adulthood can help preserve physical ability while keeping your cat mentally engaged.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
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11 	12	13	14	15	16	17
18	19	20	21	22 	23	24
25	26	27	28	29	30 	1



DATES TO CELEBRATE

- 11 🐾 National Pet Day
- 22 Earth Day
- 30 Hairball Awareness Day; Adopt a Shelter Pet Day



THIS MONTH'S MISSION

Make movement part of your cat's everyday environment. Encourage short sessions of interactive play, provide opportunities to climb and scratch, and pay attention to how easily your cat jumps, runs and navigates familiar spaces. Any changes in movement or willingness to play are worth discussing with your veterinarian.



LITTER-BOX WISDOM

Pay attention to how your cat enters and exits the litter box. An effective litter box will contain litter while still allowing comfortable access. If your cat begins hesitating, struggling to step inside, or changing how they enter the box, don't dismiss it as a litter box problem. Changes in mobility may be contributing to hesitation or avoidance.

NOTES:

MAY



🐾 TUI & BAILEY 🐾

Tui, the black cat and Bailey the tabby. They turn six in a few days.
They love this cat tree and love their Dr. Elsey's litter as do we!!



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

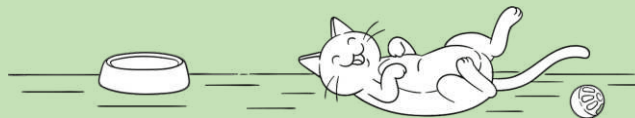
Pillar 1 (Provide a Safe Place); A cat's favorite safe place may change over time. Continue providing comfortable options for hiding, resting and observing from above, and pay attention to the places your cat chooses on their own. Those choices can tell you a lot about what helps them feel secure.

Cat-First Insight: Cats are creatures of habit, but that doesn't mean their preferences never change. Where your cat chooses to sleep, scratch, observe or retreat provides valuable clues about what they appreciate and utilize in their environment. Pay attention to those choices and let them guide how your home evolves around them.



MAY

A Home That Evolves



ADULT EDITION
DR. ELSEY'S®

Your cat's needs aren't fixed in place. As cats move through adulthood, their preferences, activity levels and favorite spaces may change. Paying attention to how your cat uses their environment can help you recognize when it's time to refresh a resource, adjust its location or introduce something new. The goal isn't constant change. It's an environment that continues to work for the cat living in it day to day.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1
2 	3 	4 	5 	6 	7 	8 
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30 	31	1	2	3	4	5



DATES TO CELEBRATE

2 National Pet Week

30  International Hug Your Cat Day



THIS MONTH'S MISSION

Take a fresh look at the resources your cat uses every day. Inspect scratching surfaces, beds, perches, climbing areas and litter boxes for wear, then watch how your cat actually uses them. Replace what no longer works and look for opportunities to make favorite spaces more comfortable, engaging or accessible.



LITTER-BOX WISDOM

Litter boxes wear out over time. Scratches in plastic can trap odors and make boxes more difficult to clean thoroughly. Inspect your cat's boxes regularly and replace those that are heavily scratched, damaged or no longer working well for your cat.

NOTES:

JUNE



🐾 CLAUDIA 🐾

She was a feral baby and 6 yr old now. She's diabetic and Dr Elsey's is Godsend because it helps keep her numbers low. She is mostly an indoor cat but enjoys a supervised sunbeam outside some times



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

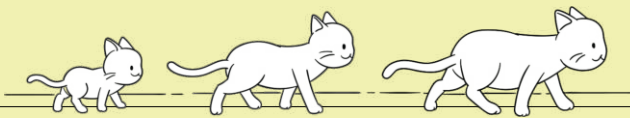
Bringing the Five Pillars Together; Changes in how your cat uses their environment can provide important clues about how they're feeling. A cat who stops climbing to a favorite perch, avoids a familiar resource, plays less often or withdraws from interaction may be communicating that something has changed. Paying attention to how your cat engages with the Five Pillars can help you recognize subtle shifts in behavior.

Cat-First Insight: Cats evolved to conceal vulnerability. That instinct can make early signs of illness surprisingly easy to miss. A small change in behavior may be your cat's way of communicating something their body won't make obvious until later.



JUNE

Hidden Signs



ADULT EDITION
DR. ELSEY'S®

Cats are remarkably good at concealing discomfort. As both hunters and potential prey, showing weakness can make them vulnerable, so subtle changes in behavior may appear long before obvious signs of illness. Changes in appetite, grooming, sleep, activity, social behavior or litter box habits deserve attention. Knowing your adult cat well helps you recognize when something feels different.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4 	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19 
20	21	22	23	24	25	26
27	28	29	30	1	2	3



DATES TO CELEBRATE

4

Hug Your Cat Day

19

National Garfield the Cat Day



THIS MONTH'S MISSION

Spend this month paying attention to the small details. Notice how much your cat eats and drinks, how they groom, where they sleep, how readily they jump and play, and whether their social habits have changed. If something consistently differs from your cat's normal behavior, don't wait for a dramatic symptom before discussing it with your veterinarian.



LITTER-BOX WISDOM

A cat who begins eliminating outside the litter box isn't being spiteful. Changes in litter box use can be associated with medical concerns, stress or something about the box itself. Treat a sudden change as information and look for the cause rather than punishing the behavior.

NOTES:

JULY



🐾 ARTEMIS 🐾

She is my youngest with a ton of energy. She follows her big brother around and wants to be in the middle of everything.



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

Pillar 1 (Provide a Safe Place); A carrier can become part of your cat's safe environment long before an emergency occurs. Leave it accessible at home with familiar bedding inside and allow your cat to investigate it on their own. Building positive associations with the carrier can make unexpected travel less stressful.

Cat-First Insight: When frightened, cats often seek safety before seeking their people. Hiding, freezing or fleeing are natural survival responses, not signs that your cat has forgotten you. Preparing for those instincts before an emergency can help you respond more effectively when every second matters.



JULY

Prepared for Anything



ADULT EDITION
DR. ELSEY'S®

Emergencies rarely happen when we expect them. An open door, severe weather, a fire alarm or an unexpected trip to the veterinarian can quickly disrupt your cat's familiar world. Preparing ahead of time can make these moments safer and less stressful for everyone. A current microchip, secure carrier and simple emergency plan can make a meaningful difference when there's little time to react.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	1	2	3
4 	5	6	7	8	9	10 
11 	12	13	14	15 	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



DATES TO CELEBRATE

- 4** Independence Day (keep cats safely indoors during fireworks -- #orangeinside)
- 10** 🐾 National Kitten Day — happy gotcha day!
- 11** All-American Pet Photo Day
- 15** National Pet Fire Safety Day



THIS MONTH'S MISSION

Review your cat's emergency plan or create one if you have yet to do so. Confirm their microchip registration and contact information are current, make sure you have a secure carrier that's easy to access, and keep recent photos of your cat available. Check doors, windows and screens for potential escape routes, and make sure everyone in your household knows what to do if your cat ever gets outside.



LITTER-BOX WISDOM

If an emergency requires you to leave home with your cat, litter box needs don't disappear. Keep a portable litter box, familiar unscented litter and basic cleaning supplies with your emergency kit so you can provide a familiar place to eliminate wherever you need to go.
Bonus Tip: Don't toss that pâté case when you're on the road. A clean, empty Dr. Elsey's 5.3 oz. pâté case can serve as a portable litter box.

NOTES:

AUGUST



🐾 ZOEY 🐾

She's mixed Maine coon and Norwegian forest cat. Shes got a huge personality.
We have an 36' motorcoach and she goes camping with us.



5 PILLARS OF A HEALTHY FELINE ENVIRONMENT:

Pillar 3 (Provide Opportunity for Play and Predatory Behavior); Hunting challenges a cat's mind as well as their body. Opportunities to search, stalk, chase and capture allow cats to make decisions and solve problems while expressing natural predatory behavior. Varying how you play can keep familiar activities engaging without constantly introducing something new.

Cat-First Insight: Cats evolved to work for opportunities to eat. Hunting requires patience, observation, decision-making and physical effort before the reward arrives. Enrichment that recreates parts of that process can engage your cat's mind in ways that simply placing food in a bowl cannot.



AUGUST

Healthy Mind, Healthy Cat



ADULT EDITION
DR. ELSEY'S®

Adult cats may settle into familiar routines, but they still need opportunities to explore, investigate and solve problems. Enrichment that encourages hunting, foraging, climbing and discovery keeps your cat engaged with their environment and provides appropriate outlets for natural behavior. A stimulating home doesn't require constant novelty. It requires meaningful opportunities for your cat to think and act like a cat.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4



DATES TO CELEBRATE

8

International Cat Day

17

National Black Cat Appreciation Day

22

National Take Your Cat to the Vet Day



THIS MONTH'S MISSION

Introduce one new mental challenge this month. Try a food puzzle, teach a simple behavior through positive reinforcement, create a new observation spot or turn an ordinary play session into a hunt by allowing your cat to stalk, chase and capture their toy. Pay attention to what holds your cat's interest and build enrichment around the activities they naturally choose.



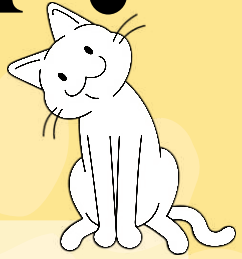
LITTER-BOX WISDOM

Cats have preferences when it comes to litter texture and how it feels beneath their paws. Many cats also prefer unscented litter, as added fragrance can make the litter box less appealing. If you need to introduce a different litter, avoid making an abrupt switch.

NOTES:

Want your cat in next year's calendar?

We're now accepting photo submissions for next year's Dr. Elsey's Adult Calendar. Your cat could be featured in our next edition.



1.

SNAP A PHOTO OF YOUR CAT

Bright, clear, and full of personality.
Vertical or square works best.

2.

SHARE A TAG

Post it and tag @dreelseys, or send it
our way through the link in our bio.

3.

USE THE HASHTAG

Add #YearOfTheCat so we can find
your future cover star



Thank you for sharing your cats with us.

A healthy feline environment isn't created in a day or defined by a single product. It's built through everyday choices that respect your cat's natural behaviors and support their physical and emotional well-being. Thank you for spending this year with us and for sharing our commitment to helping cats live happier, healthier lives.