

## Fresh-Smelling Homes a Priority for Cat Owners

**Survey finds that many fail to use products made specifically for pet odors.**

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Regularly cleaning litterboxes and using pet-specific odor eliminators help keep homes smelling fresh. Air fresheners and open windows are among the many ways cat owners try to keep their homes smelling fresh, according to a recent survey by Church & Dwight, the maker of Arm & Hammer branded products.

The national survey polled 248 cat owners and found that more than half think the litterbox is the worst of all pet odors. Owners of multiple cats, who account for more than 50 percent of the total cat households, had more pet odor-related problems with pet accidents.

But that doesn't mean cat owners throw up their hands in defeat. According to the survey, 91 percent of the participants said a fresh home is important to them, and nine in 10 cat owners take measures to enhance the freshness of their house.

Sixty percent reported using an air freshener, while 52 percent reported leaving the windows open. Forty-five percent reported using an odor eliminator not made specifically for pet odors.

Charlotte Reed, host of "The Pet Buzz" on Blog Talk Radio, said the best way to get a fresh-smelling house is to use products that are designed to eliminate odor.

"Cleaning the litterbox is a chore cat owners hate most," Reed said. "To get rid of that awful litterbox odor, it's important to clean it regularly and use products that truly eliminate odor, rather than just those that try to cover it up. If you're not totally eliminating the odor, guests will be able to smell pet urine in your home no matter how much air freshener you use."

Church & Dwight released the survey results following the launch of a new ammonia blocking formula for its Arm & Hammer clumping cat litters and an Arm & Hammer cat litter deodorizer spray.