

Improved Tidy Cats LightWeight Litter Promises To Solve Cat Owners Litterbox Stank Problems

Lightweight litter delivers heavyweight performance with improved formula featuring TidyLock with Ammonia Blocker

ST. LOUIS, Sept. 20, 2017 /PRNewswire/ -- Cat owners suffering from Stank Face, the universal facial expression of disgust caused by putrid-smelling litter boxes, can find the remedy for their litter box burdens with the latest lightweight solution from Tidy Cats®: Tidy Cats LightWeight with Ammonia Blocker.

Tidy Cats LightWeight with Ammonia Blocker shuts down horrifying ammonia smells from the litter box *and* prevents them from happening in the first place – all in a convenient formula that's 50-percent lighter than traditional litters. New TidyLock™ with Ammonia Blocker technology that prevents the chemical reaction that causes ammonia, more commonly known as the unpleasant smell stemming from your litter box. If that isn't enough already, this technology is guaranteed to block ammonia odor for two weeks when used as directed.

"Knowing that cats – and their owners – are hypersensitive to odor, we wanted to create a formula that they could rely on and trust to conquer the most offensive litter box smells," said Gina Garren, Senior Brand Manager at Nestlé Purina®. "We also wanted to take the heavy lifting out of the equation, which is why we chose to make it in high performing lightweight litter that only Tidy Cats can deliver."

The wide range of Tidy Cats products, which provide solutions for every cat-loving lifestyle, means never having to see – or make – another Stank Face again. Tidy Cats LightWeight with Ammonia Blocker is now available at retailers nationwide. Find a retailer near you at TidyCats.com/FindAStore. To learn more about the Tidy Cats Lightweight with Ammonia Blocker, visit TidyCats.com/AmmoniaBlocker and follow/connect with Tidy Cats on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

About Tidy Cats

Purina® Tidy Cats® brand cat litter is designed for homes with multiple cats and is specially formulated to control odor and keep homes smelling fresh and clean. The Purina Tidy Cats line includes: six scoopable clay litters designed to make clean-up easy and efficient; and three odor-controlling clay litters that are non-clumping. Purina Tidy Cats is manufactured by Nestlé Purina PetCare Company, one of the leading global players in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premier global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

SOURCE Tidy Cats

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