



## Built to Outperform Clay... Naturally.

The future of cat litter isn't clay. It's **lightweight**, **plant-based**, and **high-performing**. Catalyst delivers all three...giving shoppers a better option **without compromise**.

### Catalyst is Changing the Litter Aisle

**7x More Odor Elimination + 3x Faster Absorption**  
vs Clay Litter with Lab-Tested Performance

-  **Lightweight:** 1 Lb of Catalyst Pet = 4 Lbs of Clay
-  **Wood-Based** with Strong Clumping = No Trade-Offs
-  **95% Less Airborne Dust:** No Silica or Clay Dust
-  **Same Cost or Less vs Clay Litter**
-  **Category Momentum**   
One of the Fastest-Growing Litters in the US



With **Strong Margins**, **High Repeat Purchase Rates** + **Bold, Self-Selling Packaging**, Catalyst Pet **Moves**.

**10,000+ 5-Star Fans. Zero Clay Required.**



### Ready to Join the Revolution?

Contact Cindee Kohagen:

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