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## **The purr-fect remedy that gardeners have been waiting for! Neudorff's Super Strength Cat Repellent offers long-lasting protection from fouling**

Britain is a nation of cat-lovers, with an estimated population of 10.9million pet cats\*. But when neighbourhood pets foul flower beds and vegetable plots, gardeners see red. However, green-fingered enthusiasts need not despair, as Neudorff's Super Strength Cat Repellent can resolve the problem in a whisker - helping to prevent fur flying by humanely deterring moggies from soiling precious plots.

With 24% of UK adults owning a cat\*, neighbourhood disputes over the fouling of gardens are commonplace. The mess left by cats isn't just an unpleasant nuisance that gardeners must clean up, but it also presents a health risk to humans, as cat faeces can carry a harmful parasite called Toxoplasma. According to a report by animal charity PDSA, 67% of cat-owners with two or more cats provide only one or no litter trays, while 71% of cats live both inside and outdoors, raising the potential for trouble when neighbouring gardens are used as toilets.

The long-lasting odour of Neudorff's Super Strength Cat Repellent holds the key to effectively discouraging moggies from gardens by masking territorial markings left by cats. Cats dislike foreign smells within their territory, and the repellent's garlic extract ingredient results in the animals avoiding treated areas and going elsewhere.

Super Strength Cat Repellent forms a key element of Neudorff's product line-up for eco-conscious gardeners – a range of products inspired by nature that respects nature, too. In line with the company's ethos of offering products that do not pollute or damage the environment, the repellent is made from pure plant-based oils that are encapsulated in clay-based mineral granules.



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Guy Jenkins, Consumer Manager at Neudorff's UK distribution Partner, DLF Seeds Ltd, said: "The problem of cats fouling gardens is the nation's number one gardening groan, but it's an issue that's easily resolved with the simple and quick application of Super Strength Cat Repellent. By providing a long-lasting odour, the repellent targets cats' natural, instinctive behaviour, persuading the animal to seek out other areas to do its business. The persistent scent will protect areas for three to four weeks, depending on the weather. The outcome is a win-win situation for both gardeners and cat-lovers."

The repellent can also be applied to effectively keep cats away from areas where wild birds are commonly seen. According to the Mammal Society, cats in the UK alone catch up to 275million prey items per year, of which 27million are birds. The organisation says that house sparrows, blue tits, blackbirds and starlings are most commonly caught by cats, a problem that's known to cause gardeners distress, as many go to great lengths to feed and look after their feathered friends. By applying the repellent close to areas such as bird feeding stations and bird baths, moggies are discouraged from prowling in areas that wild birds increasingly depend on to survive. Applying Super Strength Cat Repellent is simple using the shaker can, which can treat approximately 200m<sup>2</sup>.

A 500g shaker can of Super Strength Cat Repellent has an RRP of £6.75. For more information visit [www.neudorff.co.uk](http://www.neudorff.co.uk) for details.

Neudorff, experts in natural gardening since 1854, is one of the few companies worldwide to develop its own plant protection and plant care products, with the widest range of products certified by the Organic Farmers and Growers' Association. Since entering the UK market in 2012, the company has built-up an enviable reputation for offering the highest quality gardening products that are gentle to people, pets and the environment.

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\*According to the PDSA Animal Wellbeing (PAW) Report 2019, published by animal charity PDSA.

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