



Friskies® Cat-acoustics

Just Press Play: New Music Tracks for Cats



pet acoustics

The Magic of Music for Cats

By Janet Marlow | December, 2011

Pet Acoustics offers our best wishes to you this season with two musical offerings of special holiday-themed music for your cat to enjoy.

Jingle Tails is a tune to stimulate playful activity. Play it while your cat bats at a new toy, pounces on crumpled wrapping paper, or jumps into an empty box for curious exploration.

Cat Eyes in the Starry Night will help keep your cat calm and soothed during this time of extra commotion at home. The holidays are the perfect time to see just how magical mewsic can be to help your cat feel happy and calm.

Is your cat hiding under the bed this holiday?



Cats hear three times more sounds than humans do. So the higher pitch of activity in the home during the holidays may cause some cats to show signs of stress. Friends and visiting relatives coming and going, with unfamiliar smells and voices, can unnerve a cat who depends on the known for a sense of safety in daily life. Your cat may express negative behaviors such as furniture scratching, wetting areas other than the litter box, aggression, excitability, or hiding and not coming

in for the night. Since cats look for balance in their environment for food, play and rest, let's explore how easy and beneficial it is to use music to help out our cats this season and all year long!

Humans think, cats hear

Humans generally use analytical thinking to determine if a sound is harmful, as well as to determine where the sound is coming from. For example, if a loud fire engine screams by you on the street at levels beyond your comfort range, you can tell yourself to remain relatively calm. Cats, however, depend on their hearing acuteness to understand their world. They are unable to identify the location of jarring sounds and also feel sound intensely, even through their bodies and paws. This causes them to react to an unpleasant sound with their defense instincts, either fleeing the scene of an unpleasant noise or "furring up" ready for defense.

How music works for your cat

Music can change the environment for cats in two ways. Cats respond to high- frequency sounds in music by becoming more alert and stimulated. High-frequency sounds trigger instincts of mother/ kitten communication (still evident even in adult cats) as well as their natural survival responses. The opposite principle also holds true. Music without high frequencies accommodates a cat's hearing comfort range. Upon hearing low- frequency music, cats generally release their defense instincts and relax. We at Pet Acoustics use digital technology, along with these two principles, to create a sound world for animals in all our music. And now, on our special Friskies Cat -acoustics page, you and your cat can enjoy our customized music downloads! Explore the ways in which music can be a magical language for cat ears! To find the style of music that works best for your cat, start with the two tracks from Pet Acoustics and start experimenting!

How to use the Cat-acoustics tracks

Jingle Tails has been composed to enhance activity for your cat. The music uses high- frequency instruments to stimulate your cat's hearing and result in playful activity. For the holidays, we've added the sounds of squeaky toys and kitty bells to perk up their ears.

"I brought the computer – with the music playing – into the living room to see what would happen, and they have both followed me in and tried to get at the computer. They went to paw at their favorite toys then rolled on their backs happily!"

Cat Eyes in the Starry Night can be used to keep your cat calm. The music contains no jarring sounds or loud volumes to stimulate alert reactions. In our

Pet Acoustics research, we also learned that cats prefer long, sustained tones to enhance rest. In this composition, violins, harps and flutes provide long tones to keep your cat in a state of calm.

"We are truly enjoying watching our cats as they hear the music. We have one cat that is just so timid and she actually climbed up on our sofa chair and stretched out in a position that I have never seen before. She was totally relaxed. As the music continued, 2 of our other cats climbed on the chair and went to sleep."

Play Cat Eyes in the Starry Night on an mp3 player or other sound source, and put it on repeat mode near where your cat rests. Cats don't necessarily need a variety of music like people do, as long as the content of the air feels peaceful. If your cat is hiding under the bed for the holidays, place the music near your cat to mask some of the noises of a full house of family and friends vibrating through their paws on the floor.

Please keep in mind that, unlike technology through which we expect immediate cause and effect results, our cats are biological. Not all cats will respond with the same intensity of response. The goal here is to use music to help cats maintain their best life -- along with all the other wonderful things you do to keep them happy!

Music is a powerful tool for pet owners! We have many creative ways to use music for our amazing and lovable cats! Send in videos or write to me; I'd love to know about you and your cat!



Paws for Enjoyment!

Happy Holidays from
Pet Acoustics!

Janet Marlow

