

Cat Wisdom 101

Holiday Gift Guide

Curated with love
by cat expert
Layla Morgan Wilde.
Tested and approved
by our feline team.

2017

**Bonus tips
& Free Festive
Photo Quotes**



***Something purrfect
for every cat lover***





A personal message from me to you.
With love, light, peace & purrs,
Layla

Welcome to our holiday guide to gifts which is not about buying but giving.

None of the products featured are sponsored. There is no logic except I like them and think you will too. Amazon affiliate links include our book. Should you click and purchase we can donate a little bit more to shelter cats.

The holidays seem to get more commercial and stressful every year. The holiday season has stretched from Halloween to the New Year and every week it's another Black Friday or something sale. It's all too much. To help get back to real spirit of the holiday season, I've sprinkled this magazine with fun photo quotes, vintage and other original cat art you won't see anywhere else, plus real tips you and your cats can benefit from.

Thank you for loving cats and being our friend!

To me, the Holiday Season is about stepping back from our regular lives to celebrate what matters most.

For some it's about spending time with family, baking and cooking special meals. For others it means travel and big parties. Others enjoy a time of self-reflection spent in nature. The holiday season embraces many cultural and religious traditions. While the season may look bright and cheery, it can be a lonely, depressing and anxious time for many, We can all use extra kindness, compassion and self-care.

What all traditions share is the connection to light.

Man-made lights sparkle as the days grow shorter, the nights longer and candles or fireplaces remind us that after the winter Solstice on Dec. 21st, we can celebrate surviving another dark season. The lighter, brighter days bring hope and hopefully joy.

There are no real rules how to celebrate the Holiday Season

Your friends and family may expect X,Y & Z but you can't please everyone. The season can be a nostalgic, emotional landmine where old hurts resurface, and family dramas play out.

We can't change people but we can control how we respond.



If you're envious of certain purrfect families, don't be. No one is purrfect except for cats. If you stay true to your own inner light and wisdom, everyone will benefit. Remember to Purr more, hiss less. Cats are excellent therapists, conversation starters and peace makers.

If tensions loom, break out the funny cat videos...

like a the hysterical compilations from [Tiger Funny Works](#) or most anything from Cole and Marmalade will bring a smile. [Their Ten Ways to Survive Christmas With Cats](#) is funny but also some clever ideas for making novel trees and cat caves.

Remember there is nothing funny about accidents when cats do the darnedest thing like choke on tinsel, set their tail on fire or get a shock from chewing on fairy light wires.

Our cats are precious. Let's keep them safe. Check out and print out our [Holiday Hazards For Cats Infographic](#)



Giving is not about material gifts but using the other gifts at our disposal.

The gift of listening to a friend, writing a note, using a creative or technical skill we have to share or donate. It could be singing in a choir, baking bread, fixing a neighbor's computer, reading to the blind, fostering a cat, volunteering at a shelter or writing a book. What's your gift?

We all have gifts we take for granted that might bring joy to someone.



The greatest and most precious gift is our time. May you use yours to light up your life and those connected with you whether across the street or across the globe.

While working on our 501 (c) 3 nonprofit project, the **unexpected gift** were not the cats but the humans who live with or care for them. There were many times during the 18 month long project, I wanted to quit. I encountered every possible obstacle known and some too bizaare to make up while dealing with illness (my own, my mom and the cats).

My mother passed away on October 27 just after I'd published and needed to market the book. My heart wasn't into self-promotion and still isn't. I wanted to curl up with my cats and do nothing. If you follow me on social media, you know I've been scarce. At this point, I have surrendered the fate of this project to anyone reading this, and to the cat gods and angels.

What's kept me going is the unexpected help and kindness from cat lovers.

Sometimes the smallest gesture or message or re-tweet can and did make all the difference. This holiday season, find your joy in giving.

If your joy is gone and the well is dry, ask for help. Ask for the gift you need most.

Naturally, our first gift of choice is my book which truly is the gift that gives twice. There is the pleasure of giving it as gift (for yourself or another) and the pleasure of knowing 100% of the net profit is donated to a 501(c) 3 shelters and rescue groups.

Please inquire about ordering books at cost for fundraising.



Give the gift that gives twice



Our Nonprofit book is available on Amazon and Calendar at Cat Wisdom 101 Shop. Bulk orders for shelters or rescues at cost.

See **BLACK CATS** in a whole new light.


From fluffy kittens to wise old lap cats, over 100 black cats from around the world narrate their wildly different stories, share fun personality profiles and their amazing images.

These black cats really do tell all to:

- Entertain and inspire cat lovers.
- Turn negative black cat stereotypes into positivity.
- Help a nonprofit raise black cat awareness and shelter adoption rates.

Black Cats Tell All: True Tales and Inspiring Images, edited by cat expert, award-winning blogger/photographer Layla Morgan Wilde, is the first book of its kind to celebrate black cats. She lovingly curated the anthology of stories and compilation of photographs of black cats including celebrity cat Cole of @coleandmarmalade and many popular Instagram cats. This catnip for the black cat lover's soul will warm the hearts and open the minds of cat lovers of every stripe.

A portion of profits from sales of this book will benefit our 501(c)3 non profit (Black Cats Tell All) and other cat rescue organizations across the country.




"Nothing beats a black cat for elegance, grace, or sheer lovability. Yet too many still languish in shelters, overlooked for adoption in favor of their more brightly colored brethren. The heartfelt, beautiful tales in this collection speak eloquently to the great good fortune of those of us lucky enough to be owned by a house panther. Read and rejoice!"
—Gwen Cooper, NY Times best-selling author of *Homer's Odyssey: A Fearless Feline Tale, or How I Learned about Love and Life with a Blind Wonder Cat*

"Black cats have long suffered due to superstitions and been overlooked in shelters, so I'm very excited that this book showcases what wonderful, loving companions black kitties can be."
—Laura J. Moss, founder of AdventureCats.org and author of *Adventure Cats: Living Nine Lives To The Fullest*

"Layla Morgan Wilde has produced a long-overdue volume of remarkable stories to allay centuries of prejudice towards black cats. The message is profoundly simple: Every cat deserves adoration and adoption regardless of outworn superstitions!"
—Oskar the Blind Cat, children's book author and special needs advocate of Oskar & Klaus

"...you will find page after page of the most adorable, affable, intelligent, inquisitive, bright-eyed cats ever to light up your life and somehow claim both your sofa and home office chair at the same time. In short, like black cats the world over, this book will bring you great fortune in the form of pure joy. And it may even inspire you to reward yourself by adopting a black cat of your very own."
—Francesco Marciuliano, New York Times bestselling author of *I Could Pee on This: And Other Poems by Cats*



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This year we will have two 2018 calendars. Magic & Majesty of Black Cats is all artsy black and white and Windows of The Black Cat World in full color. I'm still working on And ask for your patience. It shows cats from their windowsill or street from around the globe.

Our online shop may not be open for Black Friday but certainly in time for #GivingTuesday. If you want be notified about our upcoming big opening and sales, Please subscribe to our blog.



Furry and Festive Fashion

‘We’re not big on dressing cats in silly costumes but love a dapper collar, bowtie, flower crown or little hat. My own cats prefer to go au naturel but many cats don’t mind dressing up. Some clearly enjoy being meowdels. Our Clyde (above) gives a paws-up for the well-made, safe and reasonably priced collars from CoolCatCollars.co.uk

They’re U.K. based but ship free anywhere. Our fave is the ultra-soft velvet collar.

Pet Clothing Safety Tips

- #1 Never force a cat to wear clothing or accessories.
- Make sure the outfit does not impede any of their senses. Blocking vision with masks, hearing by covering ears, or smell and taste but covering their nose or mouth.
- Whether a collar or elaborate gown, it must fit properly, not too tight or loose.
- Photo shoots can be fun but don’t leave your cat in an outfit for an extended period of time.
- Never leave a cat in a costume unsupervised. Cat are escape artists and can self-strangulate.
- Note the materials used: fabric, glitter, rhinestones, plastic etc. for allergic sensitivities, Sharp edges, glue, loose stones and flammability.

Cheap costumes made in China are the most likely offenders of all the tips.

There are many small and large sellers of excellent quality products. It’s worth it.

Charming Charms

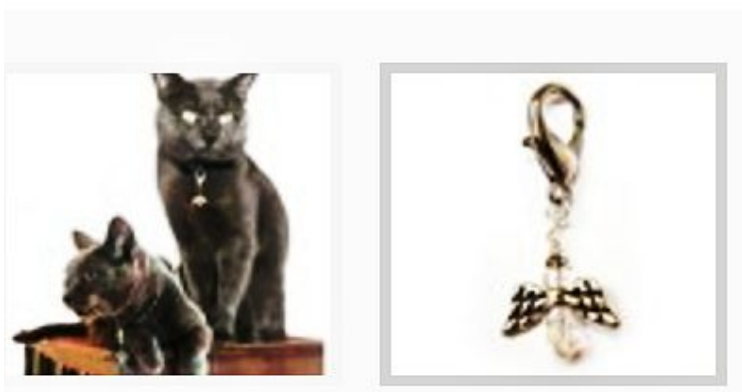
I love crystals and charms. They will jazz up the most ordinary collar instantly.

The angel charm from [Antonio & Frankie](#) is adorable. They have stunning affordable jewellery for humans too!



You can be matchy matchy and hang one on your handbag or bracelet.

They are also a sweet way to remember our Angel cats.



For anyone who has lost a beloved furry family member in the past year, the holiday season can be especially challenging. I'm truly sorry for your loss.

Holistic Pet Loss Study Questionnaire For Cat Owners

by Layla Morgan Wilde
@CatWisdom101



You are invited to participate in our Pet Loss Study. It's a confidential research questionnaire that is gleaning deep insights into grieving and our relationships with our pets.

Please email me if interested

Fun New Feline Fashion Find

If bowties are your thing, you won't find a finer holiday-themed collection than the NEW creative San Francisco-based Etsy shop [Tyrra Pets Couture](#).

Nikki, the designer also makes gorgeous flower crowns.

The talented newcomer is also a photographer.

I can't wait to see her next feline collection.

Her prices are affordable too.

Mad about plaid?



Ho, ho, ho. It doesn't get more festive than these beauties.

If you are ready to splurge on designer kitty couture, New York-based Pet Monarchy is the choice of socialites and super meowdels.

Joanna Aqua is the designer and her meowdel/muse is a lovely Sphynx named Coco Mau.

I've seen the craftsmanship of the designs in person and it's superb. Only the very best quality fabrics and trim are used to showcase your prince or princess. And if you don't want a copy cat design for your special occasion, relax, every item of clothing is **made to order** for your cat or the other critter.

Fit For A Prince or Princess



Can you imagine a more elegant way to ring in the New Year than a tuxedo and gown?
If the crown fits...

All cats need a variety of TOYS*

*These are purrfect stocking stuffers *naturally*



Playing with your cat is fun and a bonding experience.
Read more of our play time tips.

If all natural toys are important to you, the unique selection
From DharmadogKarmacat are a pure delight.

The Himalayan wool is not chemically cleansed, so it has a lot of lanolin in it. Lanolin is the natural oil unique to sheep's wool and is a comforting reminder the scent of a cat's mother. The only materials used to make these toys are pure wool, natural soap, water and safe, non-toxic dyes.

Handcrafted by women in Nepal; your purchase supports these artisans and their families, helps raise them out of poverty, and keeps crafting traditions alive. These toys are a feel good, do good choice.



Affordable Cat Toy options for interactive and solitary play

Just for Cats Roll About Mouse - This catnip filled plush cat toy with a variety of textures includes a sisal body designed for scratching produces a rattling “prey” sound for hours of happy hunting.



- Just for Cats Gone Fishin’ Wand - Hartz® Gone Fishin’™ is an interactive toy providing the best in play time fun and bonding.
- The sparkly catnip filled fish is attached to the end of a versatile wand for interactive play or can be suctioned to any hard surface.

- The elastic string bounces to make your cat pounce for added play value.

If you volunteer at a shelter, it's handy to bring your own interactive toys.

Most shelters keep a wishlist of needed products. Toys are always needed.

I recommend this wand toy for travel.

It's small enough to keep in a handbag or stow in the glove compartment.

The three parts snap together to create a long wand.

An optional suction cup can be used to dangle the toy from a wall or other smooth surface.



Just for Cats Twirl and Whirl Wand -

This interactive cat toy provides hours of enjoyment for you and your cat.

Tease your cat with the Hartz Twirl and Whirl® and watch your cat chase and

swat at this catnip filled toy bug.



Just for Cats Chirping Bird - This colorful bird with a feathery tail will put their natural predator skills to work hunting.

When caught it emits realistic chirping sound.

Meowowwww!

**Holiday Season Tasty Treats
and stocking stuffers for Good or Naughty Cats**



Naughty but Nice

@CatWisdom101

Good quality organic catnip is easily found, but I love the irreverent humor of [@Meowijuana](#) And cool creativity of [@StarkRavingCat](#). Warning: it may turn your cat into a slacker.





Who knew
Santa smells
like catnip?

It's so nice to be
naughty. Blame it on
the catnip.

~Odin Wilde
Official
@catwisdom101
tester



@CatWisdom101

Is it a treat, a topper or complete meal?

Petcurean NOW Stews and Pates are all three.

This holiday season, if you're travelling with cats or visiting someone with cats, the new NOW cat food comes in **Tetra Paks**. How brilliant and eco-friendly is that? 100% recyclable, packs flat and takes up to 40% less shelf space. **Gifts wraps easily for tasty stocking stuffers.**

After almost seven years of blogging, I haven't been this excited about cat food in a dog's age. It's that good. Of course my cats loved it.



What's not to love with goodness from the inside out?

- **All recipes are non-GMO and made** in a human-grade facility
- Human-grade ingredients including 100 percent fresh wild salmon, turkey or pork
- NOW FRESH stews and pâtés are made with turkey bone broth, a source of collagen.
- Made in Canada and available in the U.S.

More to love at [Petcurean](https://petcurean.com)

- Other recipe highlights include:
- Omega 3 and 6 oils from coconuts and canola to promote skin and coat health
- Flaxseed, a source of dietary fibre and essential omega 3 and 6 fatty acids
- Dried kelp, a natural source of iodine, dietary fibre, vitamins and minerals
- Zero grains, gluten, wheat, beef, chicken, corn or soy
- Zero rendered meats, by-products, added growth hormones or artificial preservatives

Cats have gone wild for lickable treats this year and the new Squeeze-ups are tops in toppers.

When a cat is off their food for any reason, topping off their meal with a tasty topper helps perk up their appetite. **It is not a meal replacement.** In the final 21st year of our beloved Merlin, in palliative care, we discovered the joys of toppers. The purrfect stocking stuffer is a festive red bundle of Delectables™ SqueezeUp™ Treats



Open a corner of the rich, thick puree in a lickable tube and you'll have most cats eating out of your hand. On sale on [Amazon](#) You will receive eight 4-packs of chicken squeeze up treats (32 Total), 0.5 oz each.

Like something more chunky and like cooking?
Try our easy recipe for [Organic Chicken Treats](#)

Close the "All You Can Eat Buffet" Choose Healthy in 2018

Please don't over-treat or over-feed your cat. 50% of cats in the U.S. are overweight. Fat cats are prone to the same diseases as humans including diabetes and heart disease.

A new way to feed your cat is a natural bowl-free way (formerly known No-Bowl)
From [Doc & Phoebe](#)

The Indoor Hunting Feeder is a complete bowl replacement kit.

Hunt, catch and play with five small meals a day. Reduce boredom, the instance of scarf and barf, end early wake up calls from a hungry cat, and correct your litterbox woes.

It's the first indoor hunting cat food feeder based on the science of feline behavior and developed by veterinarian Liz Bale.

I met Liz recently in New York and we clicked over our mutual passion for healthy cat care and "out of the box" thinking.

If you are intrigued and wonder if this system is for you, visit the Doc & Phoebe website to learn more. This is a quickie explanation.

The plastic mouse-shaped receptacle/dispenser is the size and shape of real prey, a mouse.

A washable fabric covers the mouse.

The appropriate amount of food is placed in 5 "mice" to equal 5 small meals which more natural and healthier than than two meals a day or grazing at the buffet all day. Multiple cat households? Each cat gets their 5 mice.

The fun and hunting begin when the five mice are placed in various huntable locations in your home.

Cats have a remarkable sense of smell and can sniff out their prey under furniture, behind cushions in different rooms. Consider it a form of play or environmental enrichment for bored cats.



Cats naturally adjust to becoming indoor hunters. They are after all, [hard-wired to hunt](#) as demonstrated by our Odin who has no need of bowls in nature. Happy hunting!

Is your Cat Drinking Enough Water?



Did you know chronic kidney disease (CKD) is the leading cause of death in domestic cats?

Part of the problem is cats don't exhibit symptoms until the disease is advanced. Cats who eat wet food will get some of their needed moisture but cats who eat dry food must get adequate drinking water to stay hydrated and healthy.

Cats are often fussy about the kind of water they like. Change the water fresh and clean bowls daily.

Read more of [our tips about CKD and hydration](#)

Keeping your cat well hydrated is key to good health.

We've reviewed all kinds of bowls but our hand's down favorite water bowl is [Cubowl](#). After over a year of daily use, I still marvel how squeaky clean it is after a few seconds of rinsing. Note: the copper bowls are only for water and not food.

Water Fountains are Fresh and Fun



“We use all kinds of fountains. Usually this [stainless steel](#) one but a fun, festive option is cute as a daisy.



“If you don’t have the space for a big fountain, this cutie is a fun way to encourage more drinking especially if you’re feeding kibble.

There are two sizes of the Daisy flower fountains from Catit a [mini flower fountain](#) makes a purrfect gift for cats who don’t like the sound of large fountains prefer a quieter one. My cats don’t mind and like a larger [fountain](#). For an extra thoughtful gift, pick up extra filters [on sale](#)

“For multiple cat households, why not get both?



To Sleep, purr chance to dream...



A Cat's Home Is Their Castle. All cats love places to hide, nap and perch.

‘We all know how cozy a wool sweater feels on a cold day. ‘Wool cat caves are the ideal winter cat cocoon. ‘These are two of dozens of styles made of natural felted wool from ‘Nepal.



[DharmadogKarmacat](#)

I love multi-purpose designs and the Vesper line of cat furniture has it in the bag.

We have this model but there are other variations, all beautifully designed and built to last. Cat cave, lounger, perch, scratcher and play station.

Place it by a window for added value bird TV.



Yes, it's true Ikea has a new line of furniture for cats, but isn't it nice to support a small American owned business who also rescues cats? If you love well-designed cat caves and cat scratchers that are real furniture My Four Cats Designs is for you. I love the sturdy comfort of this cat chalet that doubles as foot stool, and if you have a cat who doesn't like to share, get two. One by a sofa or armchair and one next the bed. It will also act as step up for higher beds and older less mobile cats.



Travel in Style, Comfort and Safety



This holiday season, more cats than ever will be traveling by car or flying. The trend continues to grow with more cats being adventure cats, being leash trained and more hotels are catering to feline flyers. Even less adventurous cats need to visit the vet.

Our go-to carrier for the past few years (and many celebrity cats) is by SleepyPod. We have both the SleepyPod Air ideal for air travel and the famous round-domed Mobile bed in practical, dark chocolate.

Many cat lovers love the icy Arctic white or an array of other colors but dirt does not show up as easily on dark. Just saying.

The only new color I'm tempted by is the luscious violet available by pre-order.



If traveling with a cat, you'll need cat litter. Think light and small. The lightest, dust-free, stink-free litter



in convenient 4 lbs. bag is Neon Litter. Several festive colors make it a holiday hit.

Let's Purr and Party. We're adopted!



Home is everything

to a cat who knows what it's like to be homeless.

Those who adopt or foster cats from shelters are my heroes.

For the cat lover, Bump It Off is the most ingenious multi-purpose gift but suitable someone who doesn't even have a cat.



Bump It Off

is a multi-purpose silicon sleeve designed by Lisa the Goddess of Gadgets
a single mom inventor/entrepreneur in California.

With the perfect fit in the palm of your hand it easily works as a de-shedder for any kind of fur.



BUMP IT OFF makes grooming easy
but also for removing pet fur off furniture and carpets.

- **Kitchen:** Easily get into hard-to-reach places like holes in colanders. Scrub non-stick pans without scratching.
It's also great for cleaning fruits and vegetables—gentle on mushrooms while able to get the dirt off potatoes.
- **Laundry:** Use *BUMP IT Off* to loosen and lift stubborn stains from clothes and upholstery.
- **Body:** Ladies love to use it as a beauty tool to exfoliate their skin and kids love to use it in the shower.
- **Makeup Brushes:** Cleans delicate brushes. Don't let dirt, grime and bacteria collect on your makeup brushes.
- **Easy to clean:** *BUMP IT Off* can go in the top rack of the dishwasher to be sanitized and used over and over!

This is my fave hostess gift under \$10.00 on Amazon

Cats are Family



How to be the hostess with the mostess?

Nothing says welcome like the warm glow of

Scented candles to add a festive mood, but the ones from **One Fur All** neutralize pet odors.

Pumpkin Spice anyone?

Ten Pack Sampler are nifty stocking stuffers.

Their Paw Melts come in 15 luscious scents.



Holiday Safety. Fur and flames spells disaster



100% natural soy wax

Specially formulated to freshen pet-loving homes



Made with an odor neutralizer



Infused with our signature blend of essential oils



100% cotton wick



Hand-poured



Dye-free wax



Contains no paraffin / petroleum by-products



Approximately 60-70 hours burn time



Made in the USA



Reusable jar

Whether you decide to burn candles with pets or not is your choice.

If you do, there are common sense precautions.

I have a candlestick collection and learned the importance of candles fitting snugly. Candles in containers are usually safer.



Read more pet safety tips #1 Holiday Hazards

The photo of Odin with the candles was taken years ago.

By taking care, our black cat Clyde says, the holidays can be magical

Have a Magical Holiday Season



From our home and heart to yours.
Happy Holidays



**UNEXPECTED
KINDNESS IS THE
MOST POWERFUL
GIFT THAT WON'T
COST A DIME.**

~LAYLA MORGAN WILDE
@BOOMERMUSE @CATWISDOM101

