



PurrEase™

# Calm Play Guide

*A simple guide to help your indoor cat relax, play and feel more balanced.*

**Indoor enrichment made simple.**

Support your cat's natural instincts with calm, safe and enjoyable play.

**By PurrEase™**

## Welcome

**Thank you for choosing PurrEase™.**

Indoor cats need more than food, water and a comfortable place to sleep. They also need safe ways to express their natural instincts, such as exploring, rubbing, licking, chasing, playing and relaxing.

The PurrEase™ silvertine/catnip play ball was created to help make indoor play simple, enjoyable and calming.

This guide will help you introduce the ball safely, understand your cat's reaction and create a better daily play routine at home.

Every cat is different. Some cats may react immediately, while others may need more time. Both responses are completely normal.

# Why indoor cats need daily stimulation

Even calm indoor cats still have natural instincts.

They like to explore, smell, chase, rub, lick, scratch and interact with their environment. When indoor cats do not receive enough stimulation, they may become bored, inactive or frustrated.

Simple daily enrichment can help your cat:

## **Release energy naturally**

Play allows your cat to express normal feline behavior in a safe indoor environment.

## **Stay mentally engaged**

New scents, textures and routines can keep your cat curious and interested.

## **Reduce boredom**

A structured play routine can help make your cat's day more active and enjoyable.

## **Enjoy independent play**

The PurrEase™ ball is designed to encourage natural interaction without needing a complicated setup.

## **Build a calmer daily routine**

Short, positive play sessions can become part of your cat's regular indoor lifestyle.

PurrEase™ is not a medical product. It is a simple enrichment tool designed to support safe, natural and enjoyable play.

# How to introduce the ball

Introduce the PurrEase™ ball slowly and naturally.

Cats feel more comfortable when they are allowed to explore new objects at their own pace.

## Step 1

Place the ball in a calm area where your cat already feels safe.

## Step 2

Allow your cat to smell and inspect the ball. Do not force interaction.

## Step 3

Start with short play sessions of around 5–10 minutes.

## Step 4

Observe your cat's reaction. Some cats may rub, lick, roll, play or simply watch.

## Step 5

Remove the ball after playtime and reintroduce it later to keep the experience fresh.

## Tip

Some cats react immediately. Others may need several introductions before showing interest. A calm or slow reaction does not mean the product is not working. Your cat may simply be exploring in their own way.

# Safe Use Tips

For the best experience, always introduce the PurrEase™ ball with care.

## Recommended use

Use the ball on a clean, dry surface.

Supervise your cat during the first play sessions.

Check the ball regularly for signs of damage.

Store the ball away between sessions to help preserve your cat's interest.

Use the ball as part of a balanced indoor enrichment routine.

Allow your cat to decide how they want to interact with it.

## Not recommended

Do not force your cat to lick, bite or play with the ball.

Do not use the ball as a medical treatment.

Do not leave damaged pieces accessible to your cat.

Do not allow use if the product becomes broken or unsafe.

Do not continue use if your cat shows unusual stress, aggression or discomfort.

## Important note

This product is designed for cats. Keep it away from very young children and pets for whom the product is not intended.

# Simple 7-day play routine

Use this routine to introduce the PurrEase™ ball gradually.

## Day 1 First introduction

Place the ball near your cat and let them smell it naturally. Do not push the product toward your cat.

## Day 2 Short play session

Offer the ball for 5–10 minutes. Watch how your cat reacts and remove it after the session.

## Day 3 Calm area placement

Place the ball near your cat's favorite resting or relaxing area.

## Day 4 Evening routine

Offer the ball before your cat's usual rest time to create a calm play moment.

## Day 5 Toy rotation

Rotate the ball with other toys so your cat does not lose interest.

## Day 6 Observation day

Notice what your cat enjoys most: licking, rubbing, rolling, playing or simply smelling.

## Day 7 Build your routine

Choose the time of day when your cat seems most interested and make it part of a simple weekly play routine.

## Reminder

Not every cat reacts the same way. Some cats become playful, some become calm and others may show little interest at first. All of these reactions can be normal.

# Understanding your cat's reaction

Cats may respond to silvervine, catnip or natural scent-based enrichment in different ways.

Your cat may:

Rub their face against the ball.

Lick the surface.

Roll on the floor.

Become more playful.

Become calm or relaxed.

Show short bursts of energy.

Ignore the ball during the first introduction.

Return to the ball later.

All cats have different personalities and preferences. Some cats are very curious, while others are more cautious.

If your cat does not react immediately, try introducing the ball again another day in a quiet environment.

## What to look for

A positive reaction does not always mean energetic play. Sometimes a relaxed, slow or curious reaction is also a good sign.

The goal is not to force excitement. The goal is to give your cat a safe and enjoyable enrichment option.

# Better indoor play habits

The PurrEase™ ball works best when it is part of a healthy indoor routine.

Here are some simple ways to improve your cat's daily environment:

Offer short play sessions instead of leaving all toys available all day.

Rotate toys to keep them interesting.

Create quiet resting areas.

Provide scratching surfaces.

Use window spots or safe viewing areas when possible.

Respect your cat's mood and personal space.

Keep play positive and pressure-free.

## **A simple routine**

Try offering the PurrEase™ ball a few times per week instead of every hour or every day for long periods.

Short sessions help maintain interest and make the experience feel special.

# Frequently asked questions

## **How long should my cat use the ball?**

Start with short sessions of around 5–10 minutes. You can adjust depending on your cat's reaction.

## **Can I leave the ball out all day?**

We recommend storing the ball away between sessions. This helps preserve interest and allows you to check the product regularly for safety.

## **What if my cat does not react?**

Some cats need more time. Try again later in a calm area. Not all cats respond strongly to scent-based enrichment.

## **Is this a medical product?**

No. The PurrEase™ ball is not a medical treatment. It is designed as an indoor enrichment and play product.

## **What should I do if the ball becomes damaged?**

Stop using it and remove any damaged pieces from your cat's reach.

## **Can kittens use it?**

Use extra care with young cats. Always supervise and make sure the product is appropriate for your cat's size, behavior, and chewing habits.

# Thank you for choosing PurrEase™

We hope this guide helps you create a calmer, richer and more enjoyable indoor life for your cat.

At PurrEase™, we believe small daily routines can make a big difference in your cat's well-being.

Give your cat time, space and gentle encouragement. Let them explore naturally and enjoy the process.

For product support, updates and more indoor cat care tips, visit us online.

**Website:** [purrease.online](https://purrease.online)  
**Email:** [hello@purrease.online](mailto:hello@purrease.online)  
**Instagram:** [@puurease.online](https://www.instagram.com/puurease.online)

**PurrEase™**  
*Calm play for happy indoor cats.*