



Cat Calming Diffuser



A Veterinary Approach to Feline Stress Support

Helps reduce common signs of stress in as little as 2 days*

Cats naturally release F3 facial pheromones when they rub against objects, signaling comfort, safety, and familiarity.

Zesty Paws® Cat Calming Diffuser uses a synthetic F3 analogue to mimic these signals to reduce common stress-related behaviors such as spraying, hiding, excessive grooming, and tension with other cats — in a forward-projecting, heat-free nebulizer that provides up to 1,000 sq ft.** of pheromone coverage.



The Science Behind it

F3 pheromones are part of a cat's natural communication system — linked to territory, familiarity, and emotional state. They are detected through the vomeronasal organ, which connects to brain regions involved in behavior and emotional response.

Synthetic F3 analogues can help:***

- ✓ Reduce common stress-related behaviors
- ✓ Support environmental adaptation
- ✓ Improve signs of stress over time

Exclusive Nebulizer Technology

- ✓ Patent-pending heat-free diffusion
- ✓ Convenient 3 level adjustments + auto shut-off
- ✓ Supports safe, optimal room-wide dispersion

*Cat Diffuser, in-home usage study with 235 respondents, conducted June 2025

**Dispersion range may vary based on home size, layout, and airflow

***Crump, E. (2023). Effectiveness of F3 feline facial pheromone analogue for acute stress reduction within clinical veterinary practice.

Espuna, G., Nicolas, C.S., Girardin, A., Fatjo, J., Bowen, J., Monginoux, P., & Reme, C.A. (2024). A long-lasting gel-based diffuser of feline pheromone can help reduce undesirable behaviors in cats at home.

Cozzi, A., Marcel-Rius, M., Teruel, E., Monneret, P., Menuge, F., Asproni, P., & Pageat, P. (2026). Enhanced environmental acclimation of cats using an innovative passive diffuser of the facial-marking pheromone (F3).

Zesty Paws® Cat Calming Diffuser

Helps reduce common signs of feline stress in as little as 2 days.*



BENEFITS:

- ✓ Helps reduce scratching, spraying, and over-grooming¹
- ✓ Supports calm behavior and environmental adaptation
- ✓ Drug-free relaxation and composure
- ✓ Great for new environments and loud noises
- ✓ Supports with new pets and tense multi-cat homes

FEATURES:

- ✓ Synthetic F3 pheromones
- ✓ Heat-free diffusion covering up to 1,000 sq ft**
- ✓ 3 adjustable mist levels + auto shut-off
- ✓ Gentle Orchid Mist scent
- ✓ Up to 30-day refill[†]

REFILL COMPOSITION:

Feline Facial Pheromone F3.....	4%
Fragrance Orchid Mist	8%
Isopropylidene Glycerol	88%
Each 30 mL vial lasts up to 30 days.*	

Why Partner with Zesty Paws®

High-Relevance Need: Addresses feline stress, which is a common and growing concern for pet parents.

Easy to Recommend: Offers veterinary teams a practical, science-led recommendation without dosing.

Trusted & Compliant: Recognized by pet parents as a reliable, compliant brand with high-quality products.

FAQs

How is this different from typical calming products? Our Calming Diffuser works through pheromone signaling instead of sedation to help cats interpret their environment as safe.

How is it used? Simply plug it into a standard outlet in the cat's most frequented space, set to desired diffusion level, and use daily.

Can it be used around other animals? While it's designed specifically for cats, it is not intended to benefit other animals when used as directed.

When to recommend?

- Environmental changes (moving, new home, travel)
- Multi-cat households or tension
- Pre-emptive support for stress-prone cats
- New pets or visitors
- Loud noises (storms, fireworks)
- Routine or seasonal disruptions

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[†] Refill will last 30 days if used on Level 1.

¹ Crump, E. (2023). Effectiveness of F3 feline facial pheromone analogue for acute stress reduction within clinical veterinary practice. Espuna, G., Nicolas, C.S., Girardin, A., Fatjo, J., Bowen, J., Monginoux, P., & Reme, C.A. (2024). A long-lasting gel-based diffuser of feline pheromone can help reduce undesirable behaviors in cats at home. Cozzi, A., Marcet-Rius, M., Teruel, E., Monneret, P., Menuge, F., Asproni, P., & Pageat, P. (2026). Enhanced environmental acclimation of cats using an innovative passive diffuser of the facial-marking pheromone (F3).

Charles, M., Demellier, J., Monneret, P., Teruel, E., Descout, E., Pageat, P., Cozzi, A., & Marcet-Rius, M. (2026). Can a water-based mist form of the F3 facial pheromone have a short-term effect on cats' adaptation to a new situation? Journal of Feline Medicine and Surgery, 1-9. <https://doi.org/10.1177/1098612X261417803>

