



PRODUCT CATALOGUE

HIGH-QUALITY
CAT LITTERS



www.en.leading-co.ru

OUR CUSTOMERS TRUST US! AND WE VALUE IT SO MUCH!

OUR ACHIEVEMENTS AND AWARDS

The Leading Company has got many awards confirming high quality of its cat litters.

CONTEST «100 BEST PRODUCTS OF RUSSIA»

Our brands Pi-Pi Bent®, SiSi-Cat® and Kotyara® has been winners of this Contest for 15 years which is a good proof that our cat litters are of high-quality and safe for your pets.

World Branding Award 2021-2022

Pi-Pi Bent® is the only zoo brand in Russia which got the Brand of the Year award of the prestigious international World Branding Awards, in the cat litters category.

ISO 9001:2015 COMPLIANCE CERTIFICATE

Leading's production plant has an internationally accepted compliance certificate of cat litters development, production and delivery.

ECOLOGICAL CERTIFICATION

Our cat litters are acknowledged environmentally friendly and safe.



OUR MISSION STATEMENT

WE KNOW WHAT IS IMPORTANT FOR PET OWNERS.

WE MAKE HIGH-QUALITY CAT LITTERS WITH CARE ABOUT YOUR PETS AND UNDERSTANDING WHAT YOU NEED.

WE OFFER A BIG SELECTION OF CAT LITTERS WHICH CAN SATISFY THE DEMANDS OF ANY PET.

The Leading® company has been on the cat litter production market for more than 15 years. Its own raw material base, complete production cycle and implementation of recent technological innovations provide high quality of cat litters. Special focus is on continual improvement of quality control systems at all production stages.

WE ARE PROFESSIONALS
IN OUR FIELD AND
WE LIKE IT!

Pi-Pi Bent®

ABSOLUTE CONTROL

CLUMPING
CAT LITTER



01 LEGENDARY BRAND №1* IN RUSSIA



We offer high-quality and safe solution which guarantees that everything is under control: cat litter quality, smell, order and comfort at home!

Pi-Pi Bent® brand was awarded Brand of the Year award of the prestigious World Brand Awards in cat litters category in 2019-2020 by the international organization World Branding Forum.

*Pi-Pi Bent® is number 1 in terms of price-quantity correlation among clumping cat litters in not taking into account private brands of outlet chains.

Calculations of LLC Leading are partially based on data provided by Nielsen reports on Retail Measurement Service (Retail Audit), year 2017, relative to clumping cat litters (except private brands) presented at the market of the Russian Federation. Valid for April 11 2018 (© 2017, LLC A.C. NIELSEN).

Eco-friendly litter made of bentonite clay extracted from ancient deposits in Siberia as old as 360 million years.

Pi-Pi Bent® has enhanced liquid absorption, effective malodor elimination and keeps the cat litter box free from germs and bacteria. Its natural ingredients make many cats like it from the first day of use.

CONVENIENCE

Forms strong clumps quickly which can then be easily removed from the cat litter box.

CLEANNES

Clumps and granules do not stick to cat paws and are not scattered about the house.

COST- EFFECTIVENESS

1 pet / 1 month / 1 packet 12 liter

NATURAL HABITAT

The cat gets used to the litter from the first day.

TAKE CARE TO HAVE Pi-Pi Bent® AT YOUR HOME

ALL THE REST WILL BE
UNDER OUR CONTROL!



- 1 PRODUCER'S CONTROL
- 2 INDEPENDENT EXPERTS' CONTROL
- 3 CUSTOMERS' CONTROL
- 4 YOUR PET'S CONTROL



CAT LITTER – RUSSIA
VIENNA 2021-2022



**Absolute
control**

Perfect order

Pi-Pi Bent[®]

ABSOLUTE CONTROL

Natural
bentonite
clay

100% bentonite



• **PI-PI BENT[®]**

CLASSIC

CLASSICAL CAT LITTER

Classical litter from eco-friendly bentonite clay for the most fastidious cats. Let your pet have natural comfort!

| | | |
|------|------|----------------------|
| 7 l | 12 l | 24 l / Absorbability |
| 3 kg | 5 kg | 10 kg |



• **PI-PI BENT[®]**

FRESH SENSATION

WITH THE FRAGRANCE OF FIELD GRASS AND FLOWERS

Active components added to natural bentonite enhance its moisture absorbing and odor eliminating characteristics. The freshness of field grass and flowers will make you and your pet enjoy cleanness and harmony at home!

| | |
|------|----------------------|
| 12 l | 24 l / Absorbability |
| 5 kg | 10 kg |



• **PI-PI BENT®**
SEA BREEZE
 WITH THE FRAGRANCE
 OF MORNING BREEZE FRESHNESS

The rich fragrance of the morning sea freshness enhances odor eliminating and makes the air fresh around the litter box.

12 l / Absorbability

5 kg



• **PI-PI BENT®**
DELICATE PROVENCE
 WITH LAVENDER FIELDS FRAGRANCE

Light and fresh fragrance of Provence's lavender fields enhances odor eliminating and makes the air delicately fresh around the litter box.

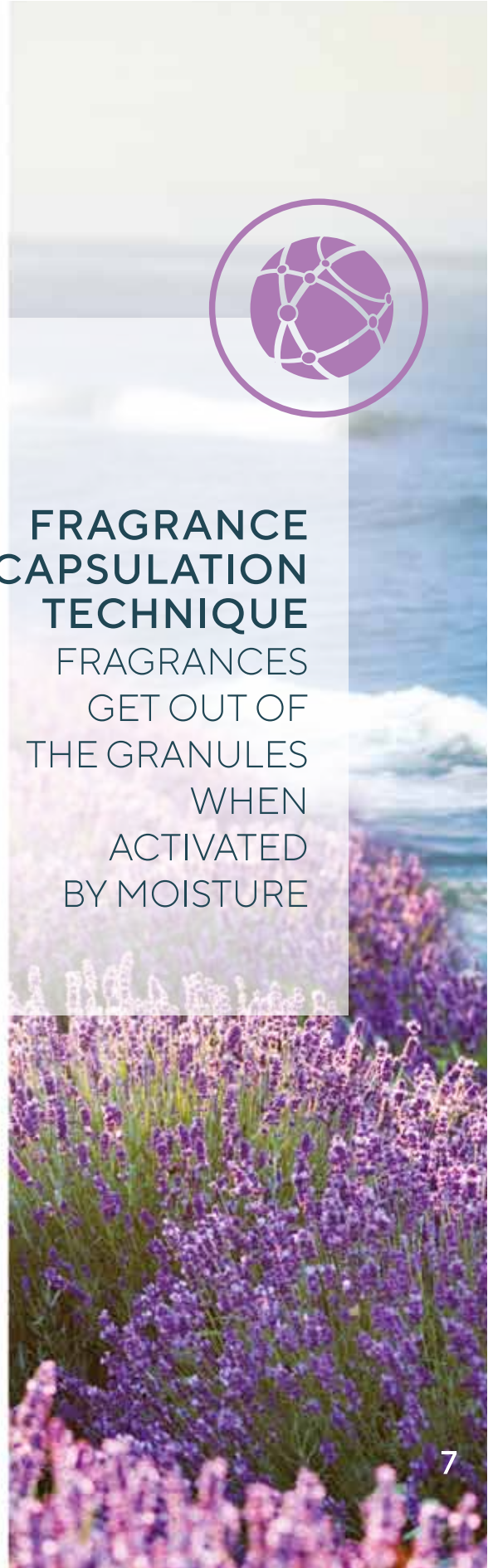
12 l / Absorbability

5 kg



FRAGRANCE ENCAPSULATION TECHNIQUE

FRAGRANCES
GET OUT OF
THE GRANULES
WHEN
ACTIVATED
BY MOISTURE





THE BEST FOR OUR LOVED ONES



02 SUPER- PREMIUM LINE OF ECO-FRIENDLY BENTONITE CAT LITTERS

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WITH PI-PI BENT® DELUXE CARING
FOR YOUR PET WILL BE EASIER AND FASTER
BUT MORE IMPORTANTLY - BETTER AND SAFER



SUPER STRONG CLUMPS

Specially selected finely-grained bentonite clay granules form very strong clumps of stable structure



INSTANT ABSORPTION

Unique porous structure of this natural material enhances fast moisture absorption



DUST-FREE

The production cycle includes the stage of granule dedusting.



NO MALODOR AT HOME

High absorbing power of bentonite litter makes malodor elimination effective and makes your home comfortable clean!



LIGHT FRAGRANCE

gets out of the granules when activated by moisture and guarantee no malodor in your house!

A UNIQUE MIX OF NATURAL BENTONATE CLAYS IN THE ORIGINAL AND CONVENIENT PACKAGE



UNIQUE MIX OF NATURAL BENTONITE CLAYS * FINELY-GRAINED GRANULES

eco

FOLLOWING NATURE,
CARING FOR CLEANNES



CAT LITTER PI-PI BENT® DELUXE

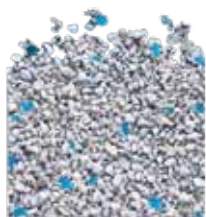
IT WILL BE YOUR
BEST HELP IN CREATING
ABSOLUTE COMFORT AND
HARMONY WITH YOUR
OWN HANDS



- **PI-PI BENT® DELUXE CLASSIC**
FRAGRANCE-FREE
CLUMPING CAT LITTER

Classical cat litter, fragrance-free,
with small-sized granules which is usually
liked by cats who want their litter boxes
to be soft and comfortable.
Good for cats with sensitive paws.

5 kg



NATURAL MATERIAL,
PREMIUM QUALITY

- **PI-PI BENT® DELUXE CLEAN COTTON**
CLUMPING CAT LITTER WITH
CLEAN COTTON FRAGRANCE

Cat litter with delicate fragrance of clean fresh linen – this is clean cotton fragrance which mostly all cats like. Soft, warm and natural fragrance of clean cotton can be felt granules are activated by moisture and it perfectly eliminates odor at home.

5 kg



- **PI-PI BENT® DELUXE FRESH GRASS**
CLUMPING CAT LITTER WITH NEW-MOWN
GRASS FRAGRANCE

This is one of the most distinguished kinds in the super-premium collection Pi-Pi Bent® DeLuxe which has original light and fresh fragrance of new-mown grass, and which was highly praised at international zoo industry shows.

5 kg





FRIENDSHIP BEGINS WITH CARE



03 PREMIUM LINE ABSORBING SILICA GEL CAT LITTER



**HIGH-QUALITY PREMIUM-CLASS
CAT LITTERS TO MAKE THE CAT COMFORTABLE
IN THE LITTER BOX AND THE CAT
OWNER - COMFORTABLE AT HOME**

For you to waste no time on cleaning-up
and to spend more time with your pet

new



PROTECTION 24/7

Solving
problems
with mal-odor



FAST

Small time
for cleaning-up



PROFITABLE

Easy to use, cost
and effort efficient



**EASY AND QUICK
CAT LITTER BOX
CLEANING!**

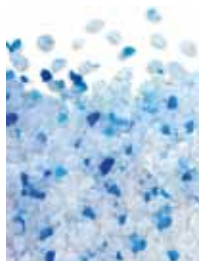
Small granules
can be sifted
with a dust pan.





MOISTURE
ABSORPTION
100%
BLOCKING
ODOR

YOUR HOUSE
WILL BE
ALWAYS FRESH
AND CLEAN



- **LITTLE FRIENDS® OCEAN**
SILICA GEL CAT LITTER
WITH OCEAN FRESHNESS FRAGRANCE

Silica gel cat litter with light ocean freshness fragrance will protect your home from mal-odor and will be liked by your pet. Fragrance gets out of granules when activated by moisture and makes the air around the litter box fresh without disturbing your pet.

5L / Absorbability

2,1kg

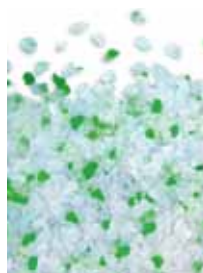


- LITTLE FRIENDS® ORIGINAL**
FRAGRANCE-FREE
SILICA GEL CAT LITTER

This classical fragrance-free cat litter best suits very sensitive cats. Granules have nice color which enhances the sensation of cleanness. LITTLE FRIENDS provides maximum odor elimination and comfort for your pet.

5 l / Absorbability

2,1 kg



- LITTLE FRIENDS® ALOE VERA**
SILICA GEL CAT LITTER
WITH ALOE VERA FRAGRANCE

Light and delicate fragrance of aloe vera will create the atmosphere of comfort and freshness at home. Fragrance gets out of granules when activated by moisture and makes the air around the litter box fresh without disturbing your pet.

5 l / Absorbability

2,1 kg



CLUMPING CAT LITTER

КОТЯРА®
Nature

NEW



04 CLUMPING BENTONITE CAT LITTER

**CAT LITTER
"KOTYARA®" –
ENHANCED
BLOCKING OF ALL
MAL-ODORS!**

**WITH ENHANCED MAL-
ODOR PROTECTION**

Natural, eco-friendly ingredients.
Natural and comfortable for cats.



POWER OF NATURE

- HIGH-QUALITY ODOR BLOCKING
- EASY AND QUICK CLEANING-UP OF THE LITTER BOX
- CLEANNESS AND FRESHNESS AT HOME



Cat litter instantly absorbs moisture



Makes strong clumps which can be easily removed from the litter box



Mixture of bentonite clays enhances absorption and blocking of all mal-odors



Granules of specially selected size do not hurt the cat's paws and do not stick to the fur



FORMULA BASED ON THE MIX
OF BENTONITE CLAYS OF VOLCANIC
ORIGIN ACTIVELY ELIMINATES
UNPLEASANT ODORS KEEPING
YOUR HOUSE FRESH



● **KOTYARA® CLUMPING CAT LITTER
WITH ACTIVE CARBON**

Porous structure of active carbon enhances absorption which makes odor blocking effective and heightens the effect of bentonite clays.
POWERFUL PROTECTION FROM ODOR!

10 l / Absorbability

4,2 kg



POWER
OF NATURE
OF VOLCANIC
CLAY



KOTYARA® CLUMPING CAT LITTER CLASSICAL

Two types of bentonite clays make a good mixture enhancing the absorbing power of the cat litter. As a RESULT we have high odor absorption and neutralizing, and stronger clumps.

10 | /Absorbability
4,2 kg



POWER
OF NATURE
OF VOLCANIC
CLAY



KOTYARA® CLUMPING CAT LITTER POWER OF MEADOW GRASS

The mixture of bentonite clays enhances the litter's absorption powers and has nice light fragrance of freshness and meadow grasses. DOUBLE ODOR PROTECTION EFFECT!

10 | /Absorbability
4,2 kg



21
days
of using



THIS CAT LITTER HAS SPECIAL
HIGH-TEMPERATURE
PROCESSING AND DEDUSTING
TO MAKE ITS GRANULES
DUST-FREE AND SAFE

СИ СИ КЭТ®

CAT LITTER

YOUR CAT WILL APPRECIATE YOUR CARE!



COMFORT



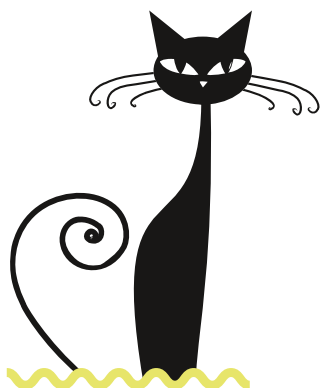
CONVENIENCE



SAVING



05 HIGH QUALITY AT REASONABLE PRICE!



Cat litter for fastidious cats and money-saving and demanding owners



CAT LITTER "SI SI-CAT®"

ARE CREATED WITH LOVE
AND CARE FOR CATS

"SI SI-CAT®" line is represented
by 3 types of cat litters

CLUMPING LITTER WITH BENTONITE CLAY AS
ITS BASE IS THE MOST NATURAL FOR CATS.
HELPS TO KEEP THE CAT LITTER BOX CLEAN
AND THE HOUSE COMFORTABLE.

ABSORBING SILICA GEL LITTER -
LITTER IS AN IDEAL SOLUTION FOR VERY
BUSY CAT OWNERS WHO ARE DEMANDING
ABOUT CLEANNESS.

Absorbing **WOOD LITTER** -
IS NATURAL, ECO-FRIENDLY, IDEAL
FOR KITTENS. GOOD CHOICE FOR
MONEY-SAVING OWNERS.



ALL CATS ARE DIFFERENT...
SO ARE THE CAT LITTERS



The trade mark "SI SI-CAT®"
was an award winner of the Contest
100 BEST PRODUCTS
OF RUSSIA - 2020

СИ СИ КЭТ®

ALL SI SI-CAT® LITTERS
CONFORM TO THE HIGHEST
QUALITY STANDARDS!





Instantly absorbs moisture forming strong clumps



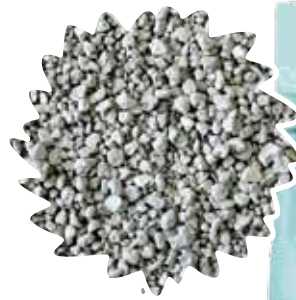
Blocks odor



100% natural product



Economical in use, no necessity for complete replacement of the litter



• SI SI-CAT® CLUMPING ORIGINAL

SI SI-CAT® with blue clay as its base will solve problems with odor and bacteria! It will help you to make cleaning-up quick and to keep your house clean and fresh.

5,3 l / Absorbability

3,3 kg



• SI SI-CAT® CLUMPING TRADITIONAL

This is a very reliable litter with natural bentonite clay as its base, dust-free, eliminates odor well, forming strong clumps easy for cleanups.

7 l / Absorbability

4,5 kg



CLEANNESS
AND FRESHNESS
FOR LONG



• SISI-CAT® SILICA GEL ULTRA-ABSORBING

Millions of pores of silica gels absorb moisture and neutralize odor well keeping your house clean and fresh.

- Light not heavy, easy to carry home
- 1 min a day for cleanup
- Is not scattered about the house and the cat's paws are always clean

| | |
|--------|-----------------------|
| 3,8 l | 7,6 l / Absorbability |
| 1,6 kg | 3,1 kg |



• SISI-CAT® WOODEN 100% NATURAL WOOD

Absorbs moisture and neutralizes odor well filling your house with pine-tree fragrance. Is made from natural light-colored coniferous timber.

| |
|---------------------|
| 8 l / Absorbability |
| 3 kg |



PROFI LINE



06

FOR PROFESSIONAL BREEDERS



These litters are made taking into consideration extra effort when having two and more pets at home.

BENTONITE CAT LITTER FOR PROFESSIONAL BREEDERS

CLUMPING

Clumping cat litter for professional breeders has a special formula of mixing bentonite clays. Its base is high-quality natural raw material without any chemical additives.

- Specially selected granule size makes it economical as small clumps are formed.
- The litter forms strong clumps which do not stick to the litter box bottom, this makes cleanup quick and easy even if you have several cats.
- The litter blocks very strong odors well.

15 kg



BIG PACKAGE FOR LONGER USE

WOOD LITTER FOR PROFESSIONAL BREEDERS

ABSORBING

100% natural litter made from coniferous timber and targeted at professional breeders. Is made from eco-friendly natural material.

- Absorbs much moisture.
- Neutralizes odor.
- Fills your house with the fresh pine-tree fragrance.
- The economical and easy to use package helps you not to worry about purchasing litter for longer time.

25 l / Absorbability

9 kg



CAT LITTER USAGE RECOMMENDATIONS

THE LEADING® COMPANY PRODUCES DIFFERENT TYPES OF CAT LITTER,

each has its own peculiarities
of usage.

To make the litter work properly
and for you not to have any
problems with cleanup you should
follow the instructions which
you can find on the package.



CLUMPING BENTONITE CAT LITTERS WITH NATURAL BENTONITE CLAY AS THE BASE



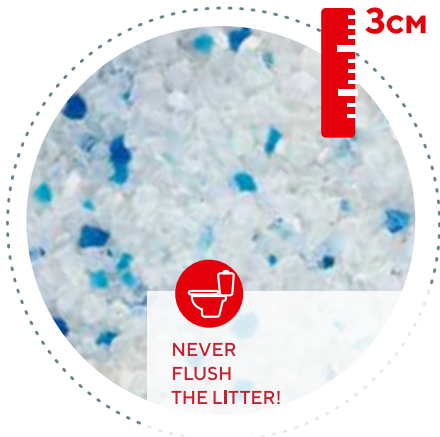
1. Use a deep cat litter box and a special pan with holes.
 - Do not use the litter box with the grid.
2. Spread about a 5-7 cm layer of litter in the box.
 - If the layer of the litter is smaller the clumps will stick to the bottom preventing easy cleanup.
3. Scoop out formed clumps on the daily basis and replace the litter to have a 5-7 cm layer.
4. Completely replace the litter once a month.

HOW IT WORKS: clumping litter actively absorbs moisture forming strong clumps which can be easily scooped out of the cat litter box. In addition to this it neutralizes odor and keeps the box safe from bacteria.

ABSORBING SILICA GEL CAT LITTERS

WITH DRIED CRYSTALS OF SILICA DIOXIDE
AND WATER AS THE BASE

When contacting water silica gel can produce a light hissing sound but cats get used to it quickly.



1. Spread about a 3 cm layer of litter in the box.
If less the litter won't be effective.
2. When there appear firm clumps in the box scoop them out with a special pan.
3. Once a day mix the litter to make its granules work evenly and to enhance moisture and odor elimination.
4. When crystals become yellowish and stop neutralizing the air replace the litter.
It is recommended to completely replace the litter once a month.

HOW IT WORKS: the fine-grained texture of silica gel granules makes the litter absorb moisture and neutralize air effectively.

ABSORBING WOOD CAT LITTERS

WITH NATURAL CONIFEROUS TIMBER AS THE BASE



1. Spread about a 3 cm layer of litter in the dry box.
2. Scoop out firm clumps with a special pan on the daily basis.
3. Replace the litter completely when it begins to smell.

HOW IT WORKS: wooden granules can absorb much moisture, much more than their own weight, at this they swell and fall into parts. This litter can be good for kittens and also various rodent species. You should replace it frequently as soon as it begins smelling.

**ATTENTION! TO MAINTAIN HYGIENE WITH YOUR PET
WASH THE LITTER BOX WHEN YOU REPLACE ANY TYPE
OF THE LITTER.**

We recommend using a honeycomb litter trapping mat next to the litter box to reduce litter scattering.



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