

INSTRUCTIONS FOR USE

Stimulation

music for environmental enrichment



iCalmPet™

Music to Stimulate Your Kitty

The purpose of *Stimulation* is to provide sensory enrichment for indoor cats. Why is environmental enrichment important? Because without high sensorial activities, your indoor cat's nervous system becomes chronically stressed. This leads to difficult behaviors and/or illnesses that impact the entire cat household.

Indoor cats are mostly secluded from their innate and vital activity—hunting! Consequently, they ironically fall prey to a slow and debilitating energy starvation resulting from this lack of sensory stimulation. Essentially, this deficit causes the feline nervous system to back up and backfire.

Conversely, the indoor cat's feral cousins are always busy. Within a large territory, free-ranging cats are naturally curious, always exploring and hunting for food. Interaction with other cats is common, and ferals are always on the lookout for dogs!

Environmental Enrichment

Outdoor cats are active. Indoor cats, however, usually have little to do and passivity sets in. Sensory environments are known to shape nervous system organization from kitten age up to late-teens. In response to the desire for healthy and strong house cats, sensory stimulation research ramped up in the early 1990s. All signs since point to the importance of environmental enrichment to preserve optimal physical and mental feline health. As per The American Association of Feline Practitioners, "Many behavioral and physical disorders that are seen in cats are often secondary to stress from lack of appropriate stimulation." These stress-induced conditions include: obesity, aggression, compulsive disorders, and urinary tract or upper respiratory infections. These behaviors and conditions often lead to abandonment or euthanasia. This is not what cat owners want.

So, what to do?

Environmental enrichment is the stimulation of the brain by physical and social surroundings. With indoor cats, enrichment strategies include interaction with other cats, dogs, and people, as well as the use of toys, physical space (high structures, textures, places to hide), and sensory input (eyes, ears, nose, taste).

Enter Stimulation!

In *Stimulation*, our goal is to arouse cognitive and physical function. Using the principles of resonance, entrainment, and pattern identification, we go in the opposite direction from *Calming*. In *Stimulation*, we employ high frequency instrumentation, complex melodic patterns, increasing tempos, and frequency modulation.

Environmental Enrichment Resources

Like humans, every cat is different. For some, this music may be a singular enrichment tool. For others, optimal effect may come when combining with other activities.

These are excellent resources for sensory enrichment:

“Four Games That Tap Into Your Cat’s Animal Instincts”
Arden Moore, <http://bit.ly/OqjCvM>

“The Indoor Pet Initiative” Ohio State University College of Veterinary Medicine, indoorpet.osu.edu

“What is Environmental Enrichment and Why Does Your Cat Need It?” Pam Johnson-Bennett
<http://bit.ly/1htpOLH>

“Environmental Enrichment: Practical Strategies for Improving Feline Welfare” Sarah Ellis, *Journal of Feline Medicine and Surgery* (2009) 11, 901–912

Recommended types of play:

Waving toys that require your cat to leap

Pounce games in which your cat can leap at an object

Hide-and-Seek games that unleash their predator nature

Frequency Modulation

Dr. Alfred Tomatis (1920–2001) was an internationally known Otolaryngologist (ear, nose, and throat doctor) and inventor. He is widely respected as the father of modern human sound therapy. Among numerous theories, his concept of sound as a nutrient for the nervous system has greatly influenced leading-edge soundwork with people, and also with animals.

Frequency modulation can be defined as the alteration of sound. Dr. Tomatis discovered that high frequencies tend to charge or excite the nervous system, while mid-range and low frequencies tend to discharge or soothe. To focus the therapeutic impact of *Stimulation*, we've removed many lower frequencies of the music to more easily arouse your cat's nervous system.

Additionally, there has been significant boosting of frequencies in the mid and high-frequency range, the sonic areas that have the greatest charging impact.

Through frequency modulation, “arousing” frequencies are enhanced and “soothing” frequencies are decreased.

When and How to use *Stimulation*

For the first 3–4 weeks, play *Stimulation* when you are home and participating with your cat. The primary goal is to build playful associations with the music. Human interaction is a preferred form of stimulation. However, if you play this music often—as an accompaniment to your kitty playtime—you may create a conditioned response. Our goal is to have the music trigger your cat into an excited state, with and without you.

Use *Stimulation* during early morning and early evening play sessions. Dawn and dusk tend to be when cats are most energetic and in playful moods.

Mixing *Stimulation* with *Calming*

Use *Stimulation* around your morning and early evening play sessions. You can play *Cat Calming* 1–2 times during the day when your cat is alone.

Volume and Placement

We recommend playing *Stimulation* at a low to medium volume. Of course, it depends on the size of the room and your cat's proximity to the music source. But, in general, if you play *Stimulation* music at full volume, it's probably too loud for your cat. It is best to set the music at a volume that is comfortable for all ears.

How long to use *Stimulation*

Play for 10 minutes, twice a day, while actively engaged in playtime with your cat. After playtime, we suggest listening to the full set of music tracks. The continuity of pitch and tempo will reinforce the playtime environment.

Stimulation Tracks

Featuring music by *Through a Cat's Ear*

From soft and slow to fun and fast, these soundtracks provide a high-frequency diet, adjusted to a cat's ability to hear three times higher than humans. Each sequence is timed for 10-minute play sessions. Experiment and observe; each cat is different.

For full track titles, see: iCalmPet.com/about/composition-titles/

Sequence 1

Gossec, Debussy, Bach 10:19

Sequence 2

Marcello, Bach, Bach, Monte 10:20

Sequence 3

Scarlatti, Bach 10:15

Sequence 4

Corelli-Barbirolli, Nature Interlude 10:35

Sequence 5

Mozart, Bach, Beethoven 10:16

Sequence 6

Pergolesi, Bach with Nature 12:59

Total Running Time: 1:06:00

Micro SD Music Library for Pets and People

DOGS	Calm Your Canine Relieves stress, quiets sound phobias and stops barking	iCalmDog Reggae Fun, effective calming & great addition to classical offerings	A Calm Variety Add variety to your canine's playlist for a longer calming effect
	Calm Your Puppy Calming music for young dogs (6 wks-18 mos.)	Elderly Canine Calming music designed for senior dogs	Separation Anxiety Helps relieve stress when alone <i>w/ intermittent music/silence</i>
	Aggression Training program to calm reactive and fearful dogs	In the Car Keeps dogs relaxed and people alert	Human-Animal Bond Calms dogs while stimulating the human brain
	Thunderstorms Trains dogs to remain calm with thunder	Fireworks Trains dogs to stay calm during fireworks	City Sounds Trains dogs to acclimate to urban sounds

PEOPLE	DeStress Slows brainwaves, heart rate and breath	Focus Supports focus and concentration	Sleep Lulls mind and body to deep sleep
	Cat Calming Reduces feline anxiety	Stimulation Lively music for sensory enrichment	Noise Phobias Reduces fear of noises
CATS			

Visit iCalmPet.com or Amazon for *iCalmPet's* complete Micro SD music library. We have audio programs for different stages of life, environments, and behaviors.



About Micro SD Cards

Micro SD Cards are easily interchangeable memory cards used in devices with a Micro SD port or SD port w/adapter.

In addition to iCalm speakers, other compatible devices include MP3 players, portable speakers, computers, etc.

iCalm speakers provide excellent sound, are easy-to-use, multi-functional, portable, and Bluetooth enabled.

Find these speakers, music, and more at:

iCalmPet.com/shop

If using an iCalm speaker, insert the Micro SD card with gold strips facing down.



Micro SD Card Port

Music Availability

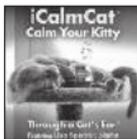
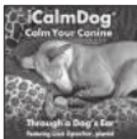
Through a Dog's Ear and *Through a Cat's Ear* titles can also be found on CD, download, and streaming platforms.

Downloads: Available directly from iCalmPet.com.

Streaming: Several of our compilation albums can now be found on Apple Music, Amazon Music, Spotify, etc.

Type in search terms *Through a Dog's Ear*, iCalmDog, iCalmDog Reggae, *Calm Your Canine*, *Through a Cat's Ear*, or iCalmCat. Our multi-hour soundtracks can be set to auto-repeat for a full day of listening.

Beware ne'er-do-well competitors: To ensure you're hearing genuine iCalmPet music, make sure album artwork on streaming page looks like these images.



Stimulation

Featuring music by *Through a Cat's Ear*™

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through a
cat's ear®



Share Your Experiences

Sound and music therapy for dogs and cats
is an art and science. Your feedback
is always appreciated.

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The iCalmPet™ Mission

We believe auditory awareness helps everybody live more comfortably in a complex sensory world.

We create specialized music and sound recordings for dogs, cats, and the people who love them.

Worry and unease are soothed by calming tempos, warm sounds, and familiar patterns.

When we are calm, life feels sweeter, safer, and easier.