

pawpāye
enrichment for curious pets



why good pets do bad things

the 10-minute enrichment guide
for dog & cat parents

a pawpoye handbook • www.pawpoye.com



Hi! We're Bubble & Doodle.

If your home has missing socks, chewed slippers,
midnight zoomies or a shredded sofa —
this little book will change your pet's life
in 10 minutes. Promise.

what's inside

	what your pet is really telling you	03
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is your dog trying to tell you something?



the chewer



the sock thief



the barker



the gulper

Add the 11pm zoomies and the dug-up plant pots.
None of this is disobedience — it's unspent energy
and an unemployed brain, leaking out sideways.

your cat isn't a jerk. she's bored.



the scratcher



the 3am sprinter



the gravity tester



the overgroomer

A cat is a hunter with nothing to hunt.
Every one of these is a hunt happening in the wrong place.



when boredom hurts the body



lick granuloma

licking one spot until it becomes a wound. boredom and anxiety are leading triggers.



overgrooming

grooming to bald patches – common in indoor cats left alone all day.



the swallowed sock

clothing is a leading cause of intestinal blockage – often ending in emergency surgery.



gulping & bloat

speed-eating causes vomiting, choking and dangerous bloat.



boredom weight

under-stimulated pets eat more and move less.



the stress bladder

in cats, chronic stress and boredom are linked to painful urinary trouble.



Vets treat the wound.
Enrichment treats the cause.





when boredom hurts the mind



separation anxiety

panic the moment you leave —
howling, destruction,
accidents.



compulsive loops

tail chasing, shadow chasing,
endless pacing —
a brain stuck on repeat.



demand barking

barking, whining and
pawing become the
only job left.



the shutdown

no interest in play,
oversleeping, low mood —
boredom that gave up.



frustration reactivity

bottled-up energy explodes
at other dogs, bikes
and gates.



the protest

stressed, bored cats
say it with
the litter box.



Most 'behaviour problems'
are just boredom with a daily routine.





your pet was born with a job



then: herd, hunt, stalk, sniff — all day



now: wait for humans — all day

In India, the walk gets cancelled a lot. The energy doesn't.



42°C



monsoon



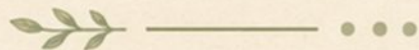
9-hr workday



no yard



the nose knows



your pet's superpower —
and it's almost never used



a dog's nose:
up to

10,000x

more sensitive
than yours



a cat's nose:
roughly

14x

sharper
than yours



15 min
of sniff work

1 [≈] **hour**
of physical
exercise

the enrichment wheel



A happy pet uses all five senses every day.
Most pets use none.

sniff work

the biggest segment of the wheel



the snuffle mat —

hide food, let them
hunt. works for
dogs AND cats



scatter feeding —

the zero-cost
version



the sniffari —

outdoors for dogs,
window safaris
for cats



lick & chew

LICK

CHEW



Licking releases
calming endorphins —
nature's chill pill.

Curd on a lick mat for
dogs, a lickable treat
for cats.

Freeze it for a
longer session.



Chewing is a need,
not a habit.

Give it a legal outlet
and the slippers,
socks and table legs
finally get a break.



solve & slow down



Puzzle feeders
and treat balls
turn mealtime
into brain time.

DIY works too —
a treat under a towel,
a muffin tin with
tennis balls.



Fast eating
causes bloat,
choking and
vomiting.

Slow feeding fixes
it at the source —
and dinner lasts
twice as long.



5 myths pet parents believe



✗ MYTH:
'a big house
is enough'

✓ TRUTH:
space isn't stimulation.
a bored dog in a
bungalow is still bored.



✗ MYTH:
'toys lying around
= enrichment'

✓ TRUTH:
untouched toys are
furniture. enrichment is
novelty + challenge.



✗ MYTH:
'he'll grow
out of it'

✓ TRUTH:
boredom compounds.
senior brains need work
the most.



✗ MYTH:
'only high-energy
breeds need this'

✓ TRUTH:
every nose needs a job —
pugs, persians,
all of them.



✗ MYTH:
'my pet sleeps
all day, so he's
happy'

✓ TRUTH:
oversleeping is often
boredom wearing
a blanket.



start with the nose

why the snuffle mat is the easiest first step



why it works



- ✓ zero training needed
- ✓ works for dogs & cats, puppies to seniors
- ✓ 10–15 min of calm, focused hunting
- ✓ uses their normal meal — no extra treats
- ✓ engages nose + brain + body together
- ✓ machine washable, dries fast



quick tip

Spread their full meal in the mat. Let them sniff, search and succeed at their own pace.





the first 7 days

how to make any pet a snuffle expert



1

DAY
1-2

let them win —
place food ON TOP
of the mat,
fully visible.



2

DAY
3-4

half hidden —
tuck food just
under the folds.



3

DAY
5-6

the full hunt —
bury food deep,
serve a whole
meal this way.



4

DAY
7+

make it routine —
one snuffle meal
a day, change
hiding spots to
keep it fresh.



cats:
start with 5-6 smelly
high-value treats,
not a full meal.

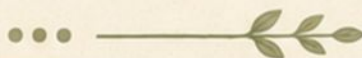


supervise the first
sessions & lift the mat
when it's empty.



when it doesn't go to plan

every pet figures it out — some just negotiate first



? flips the whole mat?

he found a shortcut.
go back to day 1 difficulty
and hold one corner down.



? not interested?

use smellier food (a little
chicken or cheese), and
serve it BEFORE meals,
when the nose is motivated.



? tugs or chews the fabric?

shorter sessions, lift the
mat the moment it's empty.
the mat is for sniffing,
not wrestling.



? cat playing hard to get?

fewer treats, quieter room,
walk away. cats join games
they think they discovered.





two weeks later

what enrichment actually changes



dinner gone in
40 seconds



15 minutes of calm,
focused hunting



11pm zoomies and
3am sprints



deep, satisfied
sleep by 10



chewed slippers and
stolen socks



a nose too busy
for mischief



restless pacing and
demand barking



a settled pet and
a quieter home



A worked mind rests deeper than a tired body.
Sniffing lowers stress — calm becomes their new normal.



your pet's first job is coming



this week, try:

- ✓ one sniffy walk or window safari a day
- ✓ scatter one meal on the floor
- ✓ freeze one lick treat
- ✓ start easy — let them win

You're on the waitlist.
First access lands on your WhatsApp.

www.pawpöye.com

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