

Do dogs and cats need oral care?

Oral care is important in pets. In fact, the oral care needs of people and pets are very similar. But unlike people, our pets don't brush and floss daily to prevent oral disease, including periodontal disease.

What is periodontal disease?

Periodontal disease begins when bacteria in the mouth form a substance called plaque that sticks to the surface of the teeth. Minerals in the saliva then harden the plaque into dental tartar (calculus). While tartar above the gum line may be visible, it is not the primary cause of disease. Disease occurs when bacteria in the plaque and tartar spread below the gum line and into the bloodstream. Without treatment, periodontal disease can lead to heart, lung, kidney disease, and a shortened lifespan for your pet.¹

By the time they turn three years old, most dogs and cats have signs of periodontal disease.¹

How do I recognize oral disease?

There are many signs of oral disease, including bad breath, bleeding or red gums, or brown deposits (tartar) on the teeth. If you notice any of these signs, schedule an oral examination with your veterinarian. At that time, your veterinarian may recommend a professional cleaning and follow-up home care.



Can periodontal disease be prevented in pets?

Periodontal disease can be prevented through oral care at home; oral care is as important in pets as it is in people. The Vetradent line of products offers many options to help you maintain and promote good oral hygiene.

Additional benefits of our Vetradent product line:

- Xylitol-Free
- Alcohol-Free
- Chlorhexidine-Free
- Reduces breath odor

What is Biotrate™ Technology?

Biotrate™ Technology is scientifically formulated using cutting edge research on bacterial biofilms (the accumulation of bacteria in the saliva). Biotrate™ Technology is unique because it works against bacteria by altering the environment in your pet's mouth.

Biotrate™ Technology binds to calcium, magnesium, and iron to break down the biofilm where the bacteria live and inhibit bacterial growth.

Improving Your Pet's Breath

A study designed to evaluate the effect of the daily use of Vetradent™ Water Additive on bad breath in dogs was performed over a time period of 21 days. Dogs with the highest odor measurements showed the greatest improvement in bad breath. By day 9 of this study, breath odor had shown an improvement of 50% to 69%. At day 21 of the study, breath odor continued to improve by 71% to 82%.*



VETRADENT™ Products for Dogs and Cats

Water Additive

- Simply add to your pet's drinking water when you refill their water. Or premix and store up to 30 days at your pet's preferred temperature
- Compatible with any pet drinking system



Powder Water Additive

- Similar to the water additive, this concentrated powder is a great option for multiple pet or large dog households
- Compatible with any pet drinking system



Dental Spray

- Quick and easy alternative to water additive and wipes, and great for low water drinkers.
- Features a no-startle silent nozzle to keep your pet at ease.



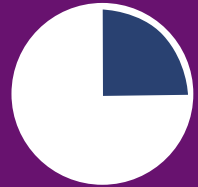
Dental Wipe

- Large wipes make it easy to remove tartar build-up and inhibit bacterial growth.
- Our wipes have a natural, organic vanilla flavoring that your pet will enjoy.



EFFECTIVE TARTAR CONTROL

In a controlled, randomized study, 30 beagle dogs were treated with Vetradent™ Water Additive and 30 dogs received plain drinking water. All dogs received professional dental cleanings before the study to start with a tartar score of zero. The tartar on all dogs was scored on days 28, 56, and 84. The average tartar scores for the dogs treated with Vetradent™ Water Additive were 25.4% lower than the group that had not received treatment.



25.4%
lower tartar scores

DEMONSTRATED SAFETY

Vetradent™ has been demonstrated to be safe in a 30 day safety study in 18 healthy, adult dogs and 18 healthy, adult cats. Made with Biotrate™ patent-pending technology, Vetradent™ uses food grade ingredients that are safe for everyday consumption. Please contact our Veterinary Technical Support Team for full safety study information.*



*Controlled, third party scientific studies. Summary available on request.

Veterinary Recommendations

EXAM FINDINGS:

- No issues
- Plaque
- Bad Breath
- Tartar
- Red, swollen gums
- Bleeding gums
- Loose/Broken/Missing Teeth
- Other _____

DENTAL HOME CARE:

- Vetradent™ Water Additive
- Vetradent™ Powder Water Additive
- Vetradent™ Dental Wipes
- Vetradent™ Dental Spray
- DenTees® Chews or Stars
- DentAcetic® Gel or Wipes

IN-CLINIC:

- Oral Evaluation, Treatment, and Prevention visit
- Other _____



Be sure to check out our other great dental products for even more options.



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REFERENCES

1. https://www.aaha.org/public_documents/professional/guidelines/dentaltoolkit_booklet.pdf

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A SMARTER WAY TO FIGHT TARTAR

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With Biotrate™ Technology

