

Do dogs and cats need daily care?

Yes, oral care is important in pets. In fact, the oral care needs of people and pets are very similar. Our pets don't brush and floss daily to prevent oral disease, including periodontal disease, and they depend on their owners to provide them with proper care.

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. However, not all signs are easily recognizable by pet owners, and it is important for your pet to routinely see your veterinarian for proper evaluation. At that time, your veterinarian may recommend a professional cleaning and follow-up home care.

Can periodontal disease be prevented in pets?

Yes, periodontal disease can be prevented through consistent 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 the VETRADENT® product line:

- Xylitol-free
- Alcohol-free
- Chlorhexidine-free
- Reduces breath odor

VETRADENT® Products for Dogs and Cats

Water Additive

- VOHC Seal of Acceptance®
- Simply add to your pet's drinking water when you refill their water.
- Makes ~3.5 gallons of product



Powder Water Additive

- VOHC Seal of Acceptance®
- Similar to the water additive, this concentrated powder is a great option for multiple pet or large dog households
- Makes ~15 gallons of product



Dental Wipes

- Large wipes easily assist in removal of tartar build-up and reduce bacterial growth
- Our wipes have a natural, organic vanilla flavoring that your pet will enjoy
- 60 wipes per container



Toothpaste

- Double headed toothbrush included
- Promotes good oral hygiene through brushing action which helps fight tartar



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



Rawhide Dental Chews (dogs only)

- Naturally abrasive beef rawhide promotes good oral hygiene through chewing action which helps freshen breath and fight tartar
- Available for medium (11-25 lb) and large dogs (26-65 lb)



For more information, visit VETRADENT.com

¹Achieved in dogs only; Achieved with once monthly brushing in accordance with the study

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.



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 patented Biotrate™ technology, VETRADENT uses food grade ingredients that are safe for everyday consumption.



Please contact our Veterinary Technical Support Team for full safety study information.*

US Patent Number 11,090,366

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

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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 - VOHC Seal of Acceptance®**
- Vetradent® Powder Water Additive - VOHC Seal of Acceptance®**
- Vetradent® Toothpaste
- Vetradent® Rawhide Dental Chews
- Vetradent® Dental Wipes
- Vetradent® Dental Spray
- DenTees® Chews or Stars

In-Clinic

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

Date of Follow Up



Be sure to check out DenTees® Dental Chews, made without beef or beef by-products.



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REFERENCE

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

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VETRADENT®

With Biotrate™ Technology



A SMARTER WAY TO FIGHT TARTAR

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