

VETRADENT™

A SMARTER WAY TO FIGHT TARTAR



VETRADENT™ Dental Products

- Scientifically formulated to reduce tartar
 - Demonstrated efficacy: 25% lower tartar scores*
 - Patent pending Biotrate™ Technology
- HOW IT WORKS:**
- Step 1:** Chelates magnesium, calcium and iron to break down the biofilm where bacteria live
- Step 2:** Limits bacterial food source to inhibit bacterial growth
- Available in multiple formulations for pet owner ease of use:
 - Toothpaste (double headed toothbrush included)
 - Rawhides (for medium and large dogs)
 - Water Additive
 - Powder Water Additive
 - Dental Wipes
 - Dental Spray
 - Helps maintain and promote good dental hygiene
 - Xylitol-Free, Alcohol-Free, Chlorhexidine-Free

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

With Biotrate™ Technology

Scientifically formulated using cutting edge research on bacterial biofilms. Biotrate™ Technology is unique because it works against bacteria by altering the environment in the oral cavity.

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VETRADENT™ Water Additive Studies

Efficacy Study

OBJECTIVE:

Determine the efficacy of VETRADENT™ Water Additive in reducing dental tartar (calculus) in dogs.

METHOD:

This was a controlled, randomized, masked Good Clinical Practice (GCP) study. Sixty healthy beagle dogs were randomly assigned to the treated water group or the placebo group (30 dogs/group).

Seven days before the study began and again on Day Zero, all dogs had a professional dental cleaning performed to establish a consistent baseline. On Day Zero, an experienced veterinary technician with 20 years of dental experience scored the tartar thickness and percentage of tooth surface covered by tartar on each dog using a Modified Warrick-Gorrel Method. All dogs' tartar scores were zero on Day Zero of the study. Tartar was scored again on days 28, 56 and 84. The mean tartar scores for the Vetradent treated dogs were lower than the control group throughout the study.

RESULTS:

On day 84, the dogs treated with VETRADENT Water Additive had 25.4% lower tartar scores than the control group. The difference between the two groups was statistically significant (p -value=0.03). The study demonstrated that VETRADENT Water Additive is effective in reducing dental tartar in dogs.



25.4%
lower tartar scores

Safety Study

OBJECTIVE:

Determine the safety of VETRADENT™ Water Additive in dogs.

METHOD:

This was a controlled, randomized, masked, Good Scientific Practice (GSP) study involving 18 healthy dogs that were 12 months of age, or older.

The thirty day study consisted of three groups, with six dogs each: one control group received plain drinking water, one treatment group received the recommended (1X) amount of Vetradent Water Additive in their drinking water, and the third group received 5X the recommended amount of Vetradent Water Additive in their drinking water.

Dogs were observed daily for food and water intake, general appearance, and fecal consistency. Bi-weekly body weight measurements were taken, and samples for complete blood cell counts, serum chemistry and coagulation were collected on days 1, 14, and 29.

RESULTS:

With the exception of soft feces (noted intermittently for 3 of 6 dogs in the 5X group) findings documented during clinical observations, physical examinations and oral assessments were within normal limits. Animals maintained or gained body weight throughout the study. Trends were similar across treatment and control groups. Evaluation of clinical pathology indices revealed no group trends or individual effects which were considered treatment-related. This study demonstrated the safety of VETRADENT Water Additive at the recommended dose for 30 consecutive days in dogs.

A similar study was performed in eighteen cats and demonstrated safety at the recommended mixing rate.