

## Canine Dental Case Study



**Before Dental Cleaning**

Plaque and tartar are visibly present on the teeth. Untreated, plaque and tartar can develop into bad breath, tooth loss or worse. Professional dental care is needed.



**After Dental Cleaning**

A professional dental cleaning by a veterinarian removes plaque and tartar on the teeth and below the gum line preparing the teeth for home dental care.



**3 Weeks After Dental Cleaning**

With the application of a disclosing solution, plaque can be seen forming on the teeth within only 3 weeks, without dental home care. Fortunately, daily home dental care can help prevent plaque buildup.



**7 Weeks After Dental Cleaning**

Heavy plaque and tartar has formed on the teeth after only seven weeks without dental home care. Maintaining a continuous home care program is crucial even after a cleaning!

Photos and In-Clinic Case Study courtesy of West Houston Veterinary Medical Associates

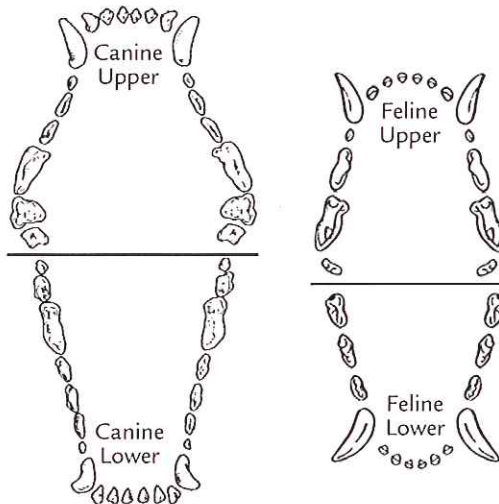
## Pet Dental Progress Report

Ask your veterinarian to fill out this progress report on your pet's dental health.

\_\_\_\_\_ dental exam shows:

(pet's name)

- No apparent dental problems
- Plaque
- Bad Breath
- Tartar
- Red, swollen gums (Gingivitis)
- Bleeding gums
- Loose teeth
- Broken teeth
- Missing teeth
- Feline Oral Lesions
- Other \_\_\_\_\_



### Veterinary Recommendations

- In-Hospital**
  - Complete dental cleaning
  - Dental X-rays
  - Other procedures \_\_\_\_\_
- Dental Home Care**
  - Daily brushing with C.E.T. Toothpaste
  - C.E.T. Oral Rinse or Gel
  - C.E.T. Chews

Comments: \_\_\_\_\_

1-800-338-3659  
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**C.E.T.**<sup>®</sup>  
Home Dental Care

# Pets Have Teeth, Too!



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As heard on Paul Harvey!

**C.E.T.**<sup>®</sup>  
Home Dental Care

**Virbac**  
ANIMAL HEALTH

# Why Pet Dental Health Is Important:

Imagine what would happen if you didn't care for your teeth regularly. The same basics of dental care also apply to your pet's teeth.

Periodontal disease is the most common disease in dogs and cats! About 85% of dogs and cats have some form of it and are vulnerable to the pain, bad breath and tooth loss that could follow. Chronic infections can spread to the heart, liver, lungs, and kidneys, where they can do even more damage.

C.E.T. makes it as easy as **One, Two, Three** to fight plaque-forming bacteria. It's easy to choose a step that best for you and your pet!

3  
Easy Steps



Good To Chew

Treat your pet every day to great tasting C.E.T. Oral Hygiene Chews. There are specific types for dogs and cats. For dogs, patented C.E.T. HEXtra Chews with Chlorhexidine combine the mechanical activity of rawhide with the power of chlorhexidine in a great tasting chew they'll love! C.E.T. HEXtra Chews make it easy to insure the regular use of chlorhexidine, which has been proven to prevent plaque build up.<sup>1</sup>



Better To Rinse

C.E.T. Oral Hygiene Rinse and Gel make a great next step by providing superior plaque prevention. They're easy to use—just apply between your pet's cheek and gum for plaque control without brushing. They both contain ZincChlorhexidate™, a powerful, proven plaque-fighting agent.

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Best To Brush

3



Daily brushing is the best way to maintain dental health. C.E.T. toothpastes contain a dual enzyme to inhibit plaque. C.E.T. toothpastes are specially formulated for dogs and cats and are meant to be swallowed. They're available in several flavors and make brushing easy and rewarding.

C.E.T. toothbrushes come in a wide variety of colors and sizes specifically designed for the differing needs of dogs and cats—and their owners!

All chews are **NOT** created equal!

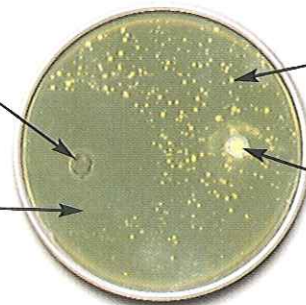
Introducing the next step in canine dental health—C.E.T. HEXtra Premium Chews with Chlorhexidine for Dogs!

Chlorhexidine is considered the gold standard for oral antiseptics. C.E.T. HEXtra's patented formulation releases the power of chlorhexidine, which can remain active for up to 24 hours!<sup>1,2</sup> In this laboratory study, oral bacteria were released onto this growth medium. The bacteria, depicted by the yellow dots, grew rapidly.

Then, a small sample of C.E.T. HEXtra Chews with Chlorhexidine was placed on the left side. A similar chew sample—without chlorhexidine—was placed on the right. The C.E.T. HEXtra Chew with Chlorhexidine killed the bacteria that were already present, as evidenced by the solid green circle around the C.E.T. HEXtra Chew sample on the left.

C.E.T. HEXtra Chew

"Zone of Inhibition" bacterial growth eliminated



Common canine oral bacteria

Control chew

C.E.T. HEXtra Premium Chews with Chlorhexidine exhibit the ability to inhibit oral bacterial growth.\*

\*Experiment conducted by Oraceutical LLC, Lee, MA. Oct. 2002

1. Morton Pader, *Oral Hygiene Products and Practice* (New York: Marcel Dekker, Inc., 1988), p.324-326  
2. P. Bonesvolt, *Journal of Clinical Periodontology* 4, No 5 (Dec.1977), pp.49-65

# 85% of Adult Pets Have Periodontal Disease. Does Yours?

Canine



Feline



Stage 1 - Gingivitis

Margin of attached gingiva (gum) is inflamed and swollen. Plaque covering teeth. Treatment can reverse condition.



Stage 2 - Early Periodontitis

Entire attached gum is inflamed and swollen. Mouth is painful and odor begins to be noticeable. Professional treatment and home dental care can prevent this from becoming irreversible.



Stage 3 - Moderate Periodontitis

Cherry red and bleeding attached gum is being destroyed by infection and calculus (tartar). Sore mouth affects eating and behavior. Bad breath is present. Beginning of periodontal disease. May become irreversible.



Stage 4 - Advanced Periodontitis

Chronic bacterial infection is destroying the gum, tooth and bone. Bacteria may be spreading throughout the entire body via the bloodstream and may damage the kidneys, liver and heart.

Photos courtesy of Jan Bellows, D.V.M., P.A., Dipl. A.V.D.C., Dipl. A.B.V.P.