

## BAD BREATH COULD SIGNAL DEEPER HEALTH ISSUES

- A common complaint that pet owners have is that bad breath disrupts the close bond they have with their pets¹.
- Bad breath can be an indication of a bigger health problem².
- If bad breath is left unaddressed, a pet's overall health and lifespan can be affected.

**80%**  
**OF DOGS & CATS**  
are affected by periodontal issues by the age of two.⁴

## CAUSES OF BAD BREATH



PLAQUE



ORAL BACTERIA



GASTROINTESTINAL PROBLEMS



RENAL ISSUES



RESPIRATORY PROBLEMS



DIABETES MELLITUS

The bacteria present in plaque and on the tongue can produce foul smelling compounds, such as volatile sulphur.⁴  
Bad breath can be a sign of other serious health issues.³

## IMPROVE ORAL HEALTH WITH C.E.T.® HOME DENTAL CARE, AQUADENT® FR3SH™ AND VEGGIEDENT® FR3SH™ DENTAL CHEWS

Designed specifically for cats and dogs, Virbac's dental health range makes it easy and more convenient to look after their teeth and gums at home.



### FR3SH™ TECHNOLOGY TARGETS BAD BREATH IN 3 WAYS:

- 1 CLEANSE:** Addresses oral causes of bad breath.
- 2 FRESHEN:** Freshens breath with cooling action.
- 3 BALANCE:** Bad breath can result from gastrointestinal problems due to unbalanced intestinal microflora. FR3SH™ Technology includes the addition of a prebiotic to promote a balanced and healthy gut flora.

## VEGGIEDENT® FR3SH™ DENTAL CHEWS – UNIQUE Z-SHAPE MATRIX HELPS TO “BRUSH” TEETH WHILE CHEWING.

- ▶ **HEALTHY FORMULA** A natural, plant-based alternative to rawhide chews – free of animal protein and wheat gluten. They are very palatable, low in fat and highly digestible.
- ▶ **INNOVATIVE SHAPE** Unique Z-shape maximises grip and contact, allowing the chew to scrape away tartar from around the teeth and gumline.
- ▶ **PROVEN BY SCIENCE** VEGGIEDENT® FR3SH™ chews have been demonstrated to substantially reduce calculus and plaque when given daily⁵.



## AQUADENT® FR3SH™ WATER ADDITIVE

- **FRESH BREATH EVERYDAY:** A daily drinking water additive designed by vet specialists.
- **MULTIPLE BENEFIT:** Has breath freshening, antiplaque and anticalculus forming properties.



**FR3SH™ TECHNOLOGY  
TO FIGHT  
BAD BREATH**



**GREAT FOR PETS  
THAT DON'T  
TOLERATE BRUSHING**



**EASY TO USE  
WATER ADDITIVE TO HELP  
CONTROL PLAQUE**



**RECOMMENDED BY  
THE WSAVA GLOBAL  
DENTAL GUIDELINES<sup>2</sup>**

## C.E.T.® TOOTHPASTES & TOOTHBRUSHES

- **C.E.T.® TOOTHPASTES:** Flavoured to appeal to your pet. They are safe to swallow, unlike human toothpastes.
- **C.E.T.® TOOTHBRUSHES:** Designed with soft bristles, reverse-angled and tapered heads. Also available as a fingerbrush to help make brushing easier!



## TEACH YOUR PETS TO LOVE HAVING THEIR TEETH BRUSHED IN JUST 7 DAYS!

- DAY 1:** Gently stroke the outside of your pet's cheeks with your finger only (no brush) and slowly lift the lip for about 30 seconds.
- DAY 2:** Repeat as above and also place a small amount of toothpaste on the end of your finger and let your pet sample it.
- DAY 3:** Repeat Day 2 but this time gently run your finger or finger toothbrush and a small amount of toothpaste over your pet's teeth for 30-45 seconds.
- DAY 4:** Repeat Day 3 adding 15 seconds time to running your finger or finger toothbrush over your pet's teeth.
- DAY 5:** If all is going well run your finger over the teeth for 30 seconds and then gently insert the brush and again run over teeth for 30 seconds.
- DAY 6:** Repeat as Day 5 and increase time by 30 seconds.
- DAY 7:** By this time you should be aiming to spend at least one minute on each side of the mouth.

*Reward with praise and a healthy treat, such as a VEGGIEDENT® FR3SH™ dental chew, at the end of each session.*

Start with  
dental chews



Fight plaque with  
drinking water rinse



Make tooth brushing  
a daily routine

**= Comprehensive dental care**

1. Eubanks DL. Canine oral malodor. J Am Anim Hosp Assoc. 2006;42:77-79. 2. Niemiec BA, Gawor J, Nemec A, et al. World Small Animal Veterinary Association Global Dental Guidelines. <http://www.wsava.org/guidelines/global-dental-guidelines>. Accessed January 10, 2018. 3. Niemiec BA. Periodontal disease. Top Companion Anim Med. 2008;23:72-80. 4. Culham N, Rawlings JM. Oral malodor and its relevance to periodontal disease in the dog. J Vet Dent. 1998;15:165-168. VEGGIEDENT®, FR3SH™ and their logos are trademarks of Virbac. 5. Clarke DE, Kelman M, Perkins N. Effectiveness of a vegetable dental chew on periodontal disease parameters in toy breed dogs. J Vet Dent. 2011;28(4):230-235. VEGGIEDENT®, AQUADENT®, C.E.T.®, FR3SH™ and their logos are trademarks of Virbac. 5PR0413. 04/22.