

Recent interest by the veterinary profession in dental care has stimulated the interest in dental products for your pet. We are proud to be fore-runners in this field and have produced a line of home dental care products for your pet.

- **C.E.T. Animal Dentifrices**
Three flavors to assure acceptance.
- **C.E.T. Animal Toothbrushes**
Four unique designs for cats and dogs.
- **C.E.T. Finger Toothbrush**
Convenient design for all pets.
- **C.E.T. Chews**
Enzymatic beefhide chews for dogs.
- **C.E.T. Oral Hygiene Sprays**
Two unique formulas (with and without fluoride).
- **C.E.T. Home Dental Kits**
Dentifrice and applicator combinations.



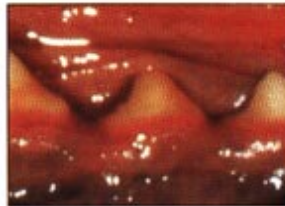
VRx Products™ Harbor City, CA 90710

Progressive Nature of Periodontal Disease

Inflamed gumline (red, swollen and sometimes tender). Plaque is barely visible, but it is already present. Early stage of periodontal disease.



Extensive plaque formation with little tartar build-up. Inflamed gumline. Mouth is probably sore with occasional drooling. Mouth odor begins to be noticeable.



Thick tartar formation (creamy-brown, hard masses on the teeth). Inflamed and partially receding gums. Periodontal disease well under way below the gumline. Mouth is sore and bad breath is persistent.



Severe tartar formation. Inflamed and receding gumline is very sensitive. Advanced periodontal disease is present with possible infection, bleeding, tooth and bone loss.



Pet Have Teeth Too



Important Information
for Every Pet Owner
on Animal Dental Care



Pets Have Teeth Too!

Imagine how your teeth would look and feel if you didn't brush them routinely. The same applies to your pet's teeth. Unless you are regularly providing some form of dental care, you are neglecting an important factor in the overall health of your pet. Periodontal (or gum) disease is one of the most common ailments seen by veterinarians today. The disease begins when plaque and tartar are allowed to build up on your pet's teeth. Plaque harbors the bacteria which can infect gum tissue and the roots of teeth. Besides the negative impact on the oral cavity, bacteria can also enter the bloodstream through a network of blood vessels located near the gums and teeth. Recent studies have documented that certain heart, liver and kidney diseases are associated with this bacteria.

Signs and Symptoms of Poor Oral Health

- Persistent bad breath
- Sensitivity around the mouth
- Pawing at the mouth
- Loss of appetite
- Plaque (may not be obvious)
- Bleeding, inflamed or receded gums
- Tartar (creamy brown, hard material)
- Loose, missing or infected teeth

Caring For Your Pet's Teeth

The first step in promoting oral health is to contact your veterinarian for a thorough oral examination. At this time, it may be necessary to have your pet's teeth cleaned above and **below** the gumline. This cleaning will require your pet to be put under anesthesia. Over the last several years, there have been many advances in anesthetic techniques and materials, reducing the risks associated with this procedure. If you have any concerns regarding anesthesia, please discuss them with your veterinarian.

Home Care

Most veterinarians recommend an oral hygiene program which includes brushing your pet's teeth on a regular basis with a toothpaste formulated for animals. **Do not use human toothpaste. Do not use baking soda.** Human toothpastes contain ingredients which may cause gastric problems and foaming in the mouth. The high sodium level of baking soda may cause problems in some animals, especially those with a heart condition.

The same preventive techniques recommended for humans, especially routine brushing, are the most effective means of controlling plaque and tartar build-up in animals.

Diet

Diet is also a major factor in the development of plaque and tartar. Soft or sticky foods can contribute to periodontal disease. Hard, crunchy foods and dog biscuits are helpful, but they are not the entire answer. Recent studies indicate beefhide chews are much more effective in maintaining clean teeth, but additional preventive care is usually still necessary.

Home Care Instructions

Brushing your pet's teeth is easy and doesn't take much time. The first step is to select a time when you and your pet are both relaxed. For the first few days, simply hold your pet as you normally do when petting him/her. Gently stroke the outside of your pet's cheeks with your finger for a minute or two.



After each session reward your pet with a treat and praise. As your pet becomes comfortable with this activity, place a small amount of an animal dentifrice on your finger

and let your pet sample the flavor. Pets like the taste of the dentifrice and will soon consider it a treat. Next, introduce your pet to an animal toothbrush or fingerbrush by placing a small amount of dentifrice on the brush. Gently raise your pet's upper lip and place the brush against an upper tooth. With slow circular motion, brush only that tooth and the adjoining gumline. This will help get your pet accustomed to the feel of the brush. Each day gradually increase the number of teeth brushed, but go slowly and do not go beyond your pet's point of comfort. Build up to approximately 30 seconds of brushing per side. **If you are having any problems brushing your pet's teeth, contact your veterinarian.**

Important

Be patient, proceed slowly and gently. Use plenty of petting and praise. Soon, both you and your pet will look forward to the time you spend together during this important health care procedure.