

Why Three Formulae and What are the Differences?

There are three formulae of water additives and two each of the sprays and gels which raises the following questions and answers.

Q: Which was the first formula?

A: In 2007, Karen Albert was instructed to start her 7-year-old shih tzu, Ping Pong, on a water additive following treatment of extensive dental disease. Karen looked at the ingredient panel and decided that there was no way she would ever give this stuff to her beloved companion (the stuff contained xylitol for goodness sake). So Karen looked around for a plaque-retardant water additive that had an acceptable ingredient panel and valid research demonstrating efficacy. She found that no such product existed.

Not the sort to take “No” for an answer, Karen invented **dog::ESSENTIAL healthymouth™**, ran two clinical trails as outlined at www.vohc.org and obtained Acceptance for “Helps control plaque” in 2008.

The product was invented for her dog, so the label says **dog::ESSENTIAL**. However, Karen always intended that the product would be good for cats and people.

Q: If the dog formula is okay for cats, why develop **cat::ESSENTIAL healthymouth™**?

A: Some cat people are very definitely *cat people* and they were telling Karen that they wanted a product for their cats, not a dog product that they could give to their cats. So, Karen added some taurine and some certified mercury-free Norwegian salmon oil (for omega 3) to the dog formula and voila—a product intended specifically for cats. Then she did the two clinical trials and got VOHC acceptance for helping to control plaque for the cat product too.

Q: What are the differences between the dog and cat formulae?

A: The only difference is that the cat formula has the added taurine and salmon oil.

Q: What if I have dogs and cats drinking from the same bowls?

A: Whether you have dogs or cats or ferrets or all three, it really makes no difference which formula you use. My cats told me that they are not keen on salmon oil, so they drink the dog water. Many dogs love salmon and so will be very happy to drink the cat water. So it comes down to personal preference.

Q: So what is **healthymouth&mobility™**?

A: Ping Pong is in her golden years now (just turned 15 this fall) and like many of us, has some creaky joints. Karen wanted to do something to aid her mobility, but without the use of NSAIDs or things already in use like glucosamine.

After her usual search for safe, effective, organic, human-food grade ingredients, Karen struck upon boswellia and tumeric. More about these ingredients and **healthymouth&mobility** can be found at healthymouth&mobility. To aid in the absorption of tumeric's active ingredient (curcumin), piperine (an oil from black pepper) was also added. And having decided on the new ingredients for mobility, Karen arranged for the clinical trial to obtain VOHC acceptance for helping to control plaque and another trial to document the improvement in mobility. The report on the mobility trial can be read here - [Mobility Trial](#). So there you have it. There are three formulae, all with VOHC acceptance for helping to control plaque, and each with its unique features. They all contain nothing but wholesome ingredients without any known contra-indications. Barring some bizarre idiosyncrasy, any pet should be able to consume any of the **healthymouth™** products regardless of age, stage or medical condition/medications.
