

Seven Seals for **HealthyMouth, LLC**

One of the things that really troubled Karen Albert (founder and CEO) as a pet owner just beginning to learn about dental care for pets was that there were many products on the market making marvellous claims but few had any credible evidence to back these claims. How is a pet owner, or a veterinarian for that matter, to know if a product is worth using? She decided then and there that she was going to embrace an Evidence-Based approach and would fund the necessary research to prove that her products do as claimed. So before even bringing **dog::ESSENTIAL healthymouth™** water additive to market, she funded clinical trials from her own personal savings.

After studying the VOHC protocols, Karen needed to find someone willing to run the clinical trials (two were required). She contacted several universities, but none were interested. Finally, she contacted Dr. W. Jean Dodd, founder of Hemopet.

After reviewing Karen's proposal and the ingredient list, Dr. Dodds was enthusiastic to do the two clinical trials. She did, however, have one firm condition. If even one of her greyhounds showed the slightest adverse reaction to the product, that would be the end of that.

This was in the fall of 2007. Dr. Dodds did the two clinical trials and helped Karen compile all the necessary information to submit her application to the VOHC.

To say that the VOHC was sceptical would be an understatement. Remember, there had been many untested products on the market for years making outlandish and irresponsible claims so

the veterinary dental community was used to dismissing water additives out of hand. But Karen is not easily dismissed. She and Jean persevered to answer all of the VOHC's questions and concerns.

In 2008, **dog::ESSENTIAL healthymouth™** water additive became the very first water additive in the world to be awarded the VOHC Seal of Acceptance for Helping to Control Plaque.

Karen is not one to rest on her laurels. Rather than putting money and effort into marketing and sales, she continued to fund research so that in April of 2011 she received three more VOHC Seals of Acceptance for Helping to Control Plaque. The products accepted were **dog::ESSENTIAL healthymouth™** topical gel, **cat::ESSENTIAL healthymouth™** water additive and **cat::ESSENTIAL healthymouth™** topical gel.

Then, in November of 2011, Karen was awarded three more seals. This time it was for her new **dog::ESSENTIAL healthymouth™** topical spray, **cat::ESSENTIAL healthymouth™** topical spray and **dog::ESSENTIAL healthymouth&mobility™** water additive.

VOHC does not currently offer designation for equine products, but Karen has done clinical trials on **equine::ESSENTIAL healthymouth™** water additive and it too has been shown to be very effective.

So, HealthyMouth, LLC has funded multiple species-specific, *in vivo* clinical trials, has submitted seven applications to the VOHC for helping to control plaque and has been awarded SEVEN Seals of Acceptance. No other company in the world has more VOHC Seals of Acceptance. This Grade 1 evidence is what you need to know so that you can recommend healthymouth™ with confidence!