

How did **healthymouth™** come to be?

One might ask how Karen Albert, lawyer by training, came to develop the world's first VOHC Accepted line of home plaque control water additives and topical agents? The story goes like this:

While living in Paris in the 1990's, Karen adopted a young Shih Tzu named Ping Pong. This sweet little creature has become the love of Karen's life and there is nothing Karen would not do to keep Ping Pong happy and healthy. Unfortunately, like most pet owners, Karen was initially unaware that dogs and cats can suffer from dental disease. Doubly sad is that Ping Pong's veterinarians in Paris did not mention any concerns about oral health to Karen.

When Karen moved to California she took Ping Pong to a veterinary facility there and was mortified to learn that Ping Pong had advanced periodontal disease affecting many teeth. She felt terrible that she had allowed this to happen and that Ping Pong had been suffering in silence for years.

Ping Pong was quickly scheduled for her first detailed evaluation and professional treatment. This involved extraction of some hopeless teeth and periodontal therapy to preserve the remaining teeth.

As with our own teeth, professional dental care is but one part of an oral care program. You know how good your mouth feels following a visit to the dentist. But imagine if you went home and did not floss or brush until your next dental appointment! So following Ping Pong's first dental surgery, Karen was sent home with instruction on daily home plaque control to be used between regularly scheduled professional veterinary dental care. She was also dispensed a water additive to give to Ping Pong that was supposed to help reduce plaque accumulation.

Karen certainly wanted to do everything she could to provide Ping Pong with optimum oral health, but in looking at the ingredients on the

water additive she had been given, she determined that she would not put those ingredients into her own body every day and so she most certainly was not going to put them into Ping Pong. Then she started searching the marketplace to try to find a home plaque control product that had legitimate research and ingredients that she would be comfortable taking herself and so would be comfortable giving to Ping Pong. No such product existed!

Drawing on her experience in product development and innovation and her contacts in the formulation industry, Karen set herself the task of developing a safe and effective home plaque control product for Ping Pong. **dog::ESSENTIAL healthymouth™** was the result. Then with some modifications, she developed **cat::ESSENTIAL healthymouth™** and **equine::ESSENTIAL healthymouth™** water additive. Currently, HealthyMouth, LLC has four products for dogs, three for cats and a line of equine products as well.

