

Introduction to dog::ESSENTIAL healthy-mouth&mobility™ water additive concentrate

Periodontal disease is the most common health concern in pet dogs and cats as discussed elsewhere in this document. **healthymouth&mobility™** has all of the safe and proven plaque-retardant ingredients as the regular dog water-additive concentrate and has the VOHC Seal of Acceptance for Helping to Control Plaque.

As well as oral health concerns, many mature pet animals also have mobility challenges due to degenerative and inflammatory musculoskeletal disease. **healthymouth&mobility™** has ingredients which provide a proven increase in mobility for such pets.

Boswellic acid comes from the resin of the boswellia genus of trees and has been known for its anti-inflammatory and anti-arthritis effects for millennia. Turmeric is a plant of the ginger family and is the source of the active ingredient curcumin which is also a potent natural anti-inflammatory agent. Its traditional use in Ayurvedic medicine (for over 2500 years) has been validated by Western medicine for reducing inflammation. To aid in the absorption of the curcumin, there is also some piperine (an oil from black pepper).

There are no known contra-indications for the use of **healthymouth™** products. Almost any dog or cat, regardless of age, health status or medications should be able to drink **healthymouth™**. As with anything ingested, there is the potential for a food-allergy type of reaction, so if you notice any problems when introducing **healthymouth™** to your pets, discontinue use and contact your Veterinarian.

healthymouth&mobility™ Instructions

Shake the jug well. Measure 5 ml of concentrate and add it to a one litre jug of fresh water. Use this mixture to fill and top-up your pet's water bowl. Refrigeration is optional but do not leave concentrate or treated water in direct sunlight. If your animals go through a lot of water, you can add 20 ml of concentrate to a 4 litre jug.

When first starting to use **healthymouth™** water additive, you should introduce it to your pet's drinking water gradually. Begin by mixing a little treated water with plain water for a few days then gradually increase the amount of treated water while decreasing the amount of plain water until you are giving just treated water. Once you have made this conversion, treated water should be in your pet's bowl at all times for best effect.

Treated water may also be mixed in with your pet's food.

When you have used the litre of treated water, clean the jug, clean the bowl and mix a fresh batch.

The ingredients are cold pressed and unfiltered. Therefore, there is sediment in the concentrate and in the treated water (like pulp in your orange juice). Over time, the small particles of dark green sediment in the treated water will clump together giving the appearance of something "growing" in the water. It is just the sediment and it is supposed to be there. It is not a problem.

Why Care About Dental Care For Your Pet? Karen Albert, founder and CEO, HealthyMouth, LLC, 2012

Did you know that the health of your pet's mouth directly affects overall health, quality of life, behaviour and possibly even longevity? A healthy mouth is the gateway to a healthy pet. This is not about cosmetics. This is about a very painful, progressive disease that affects 80% of all dogs and cats by three years of age. And that "doggy" and "kitty" breath you thought was normal? It is NOT normal. It means: get your pet to your veterinarian!

Perhaps most surprising to learn is that your pet's mouth acts and reacts much like yours. You know how great your own mouth feels after a professional dental cleaning? It is no different for your pet. Now imagine if you did not care for your mouth on a daily basis until your next visit to the dentist. How healthy would your mouth be? It is no different for your pet. Every dog and cat needs professional and daily home care for life. Just like every human.

There are many misconceptions about what a dental cleaning actually is, about the safety of anaesthesia and the need for daily home care immediately following a dental procedure. Let me address these directly and honestly. 1) A "dental cleaning" poorly describes what takes place. The scaling and polishing of the crowns of the teeth may only take a short time. What is vastly more important is what goes on *below the gum line*, which is why you must be sure that your veterinarian takes intra-oral dental radiographs of all teeth. Dealing with the hidden issues below the gum line will often take far longer than the cleaning of the crowns. 2) The anaesthetics that are used today are not what they used to be. By using a combination of agents (known as balanced anaesthesia) and with proper support and monitoring, anaesthetic safety has improved remarkably. If your veterinarian does a thorough pre-operative assessment with blood tests and other appropriate diagnostics, you can feel confident that your veterinarian knows that your pet can be anaesthetized. I had my own dog anaesthetized at age 14 and will continue to do so. 3) It takes only 8 hours for new plaque to start forming so the only way to get value, benefit and improvement from the cleaning is to make sure your pet starts **healthymouth™** that very night, or even better, start **healthymouth™** two weeks before the dental procedure.

My story is as follows. At age seven, my Shih-Tzu, Ping-Pong had never had a professional dental cleaning or any home care. Despite her years of bad breath I had never looked in her mouth and my former veterinarian kept saying, "just leave it alone." I then discovered that her oral disease was so painful and serious that it would surely shorten her life. Fast forward to Ping-Pong at age ten. With annual professional dental treatments, I started her on **healthymouth™**. Since then she has continued with her regular professional dental treatments with her most recent at 14 years of age.

And Ping-Pong today? Her mouth is fantastic - in the best condition of her life. As a result, she is also in the best overall health of her life - like a puppy!

But there is GREAT news too. Working with your veterinarian, you can improve and transform your pet's oral health, and therefore, overall health. In conjunction with **healthymouth™**, dental health is the foundation for your pet's overall health just like it is for you.

healthyMOUTH healthyPET™

dog::ESSENTIAL cat::ESSENTIAL

healthyMOUTH™
Dental Care that Dogs and Cats Drink™

Over 40 product choices, all with the VOHC Seal for Plaque Control

The Mouth:
Window to Your Pet's Overall Health
Veterinary dental cleaning combined with 100% free of alcohol, artificial or synthetic ingredients, **healthyMOUTH™**, at home, provides a comprehensive oral care program for your dog or cat.

Accepté par le CONSEIL VÉTÉRINAIRE DE LA SANTÉ RESTAURATIVE VOHC VÉTÉRINAIRE DENTAL HEALTH COUNCIL Accepted HELPS CONTROL PLAQUE AIDE À PRÉVENIR L'ACCUMULATION DE PLAQUE

Serious Science. Safe. Simple™

Dog Water Additive and Spray Ingredients

Purified Water, Organic Glycerin, Organic Pomegranate, Organic Yucca Extract, Zinc Gluconate, Organic Blueberry, Natural Xanthan Gum, Organic Papain (Papaya Enzyme), Riboflavin (Vitamin B2), Ascorbic Acid (Vitamin C), Organic Clove Extract, Organic Cinnamon Extract, Chlorophyll, Sorbic Acid (natural preservative derived from mountain berries)

Cat Water Additive and Spray Ingredients

Purified Water, Organic Glycerin, Organic Pomegranate, Organic Yucca Extract, Zinc Gluconate, Organic Blueberry, Natural Xanthan Gum, Organic Papain (Papaya Enzyme), Riboflavin (Vitamin B2), Ascorbic Acid (Vitamin C), Salmon Oil, Organic Clove Extract, Organic Cinnamon Extract, Natural Taurine, Chlorophyll, Sorbic Acid (natural preservative derived from mountain berries)

Cat Gel and Dog Gel Ingredients

Contain all the ingredients as the water additive plus Sodium Bicarbonate, Sorbitol, Calcium Carbonate

Introduction to dog::ESSENTIAL and cat::ESSENTIAL healthymouth™

Periodontal disease is the most common health concern in pet dogs and cats. It is caused by the interaction of oral bacteria (living in a *biofilm* known as *plaque*) and the animal's inflammatory response to these bacteria and their toxins.

Plaque forms on the clean tooth surfaces within hours, which is why we brush our own teeth twice a day and floss daily as well.

If plaque is left undisturbed it grows thicker (with more harmful bacteria) and then accumulates minerals from the saliva to form *tartar*, making it much harder to remove.

To help maintain good oral hygiene and gingival/periodontal health, your pet requires effective **daily home plaque control** as well as regular professional dental assessments and maintenance therapy (just as with your own teeth).

There are a number of "dental" products on the market - many are worse than useless. Visit www.vohc.org for a list of products with valid research to back their claims. Products with a claim to control plaque are much more valuable than those that just claim to help control tartar.

healthymouth™ products are the only such products to have the Veterinary Oral Health Council Seal of Acceptance for helping to control plaque. There are a total of seventeen double-blind clinical trials in dogs

and cats showing an **average of 77.4% less plaque accumulation** when using **healthymouth™** products compared to control. As well, the tooth brushing trials showed dramatically less gingivitis when using the gel.

The ingredients have all been selected to be both effective and very safe. There is **no alcohol, no xylitol, no dyes, no calories or pharmaceutical agents**.

There are no known contra-indications for the use of **healthymouth™** products. Almost any dog or cat, regardless of age, health status or medications should be able to accept **healthymouth™**. Of course, as with anything, there is the potential for a food-allergy type of reaction, so if you notice any problems when introducing **healthymouth™** to your pets, discontinue use and contact your veterinarian.

You can use either of the dog or cat products for either dogs or cats or both.

As effective as **healthymouth™** products are at reducing plaque accumulation, they are NOT a treatment for established dental disease and do not replace tooth brushing or regular professional veterinary dental examinations and maintenance therapy. Any product that claims to treat established disease or to replace professional veterinary dental care is making claims which it cannot possibly live up to.

healthymouth™ is an important part of a comprehensive, veterinary-directed dental care program designed to maintain optimum oral health for the life of your pets.

A great deal more information can be found at www.toothvet.ca/hm1.html.

water additive Instructions

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The ingredients are cold pressed and unfiltered. Therefore, there is sediment, like pulp in your orange juice. Over time, the small particles of dark green sediment in the treated water will clump together giving the appearance of something "growing" in the water. It is just the sediment and it is supposed to be there. It is not a problem.

topical gel Instructions

Dip cotton-tipped applicator into the gel container to cover the cotton tip with gel.

As an introduction, allow pet to smell the gel on the applicator before brushing.

With the tip pointing towards the gums, using small circular movements, swab gel onto the tooth surfaces at the gum line, making sure to cover the back molar area.

Use a fresh applicator to repeat on the lower gums and teeth (no double-dipping).

Do not rinse the gel off.

Best results when used at night after last meal and before bedtime.

Use every day for continued results.

Can be used in conjunction with **healthymouth™** water additive for **optimum daily plaque control**.

For owners who are ready to brush their pet's teeth, the gel is also available in brushing kits in a variety of flavours. The kits come with a tooth brush and instructions on how to train your dog/cat to enjoy having its teeth brushed daily.

topical spray Instructions

Shake the container well.

As an introduction, allow pet to smell a small amount of the spray formula on your finger.

With the tip pointing toward the gum line but not touching the teeth, aiming at a 45 degree angle to the tooth/gum, gently squeeze, allowing the liquid to flow through. Repeat for the lower teeth/gums. Do not forget the molars at the back of the mouth. Do not rinse off. Bottle tip may be washed off after use.

Best results when used at night after last meal and before bedtime. Use every day for continued results. Can be used alone or in conjunction with **healthymouth™** anti-plaque water additive for an **optimum daily plaque control**.

Keep out of reach of children. Discontinue if adverse reaction to this or any product occurs. Read ingredients and consult your veterinarian before use in case of any known pre-existing hypersensitivity or if combined with prescribed medication.

Note that the spray can be used as a water additive (5 ml/L of water) and can also be squirted on a toothbrush for owners who are brushing, so it is a 3-in-1 product allowing you to try each of the delivery options to see which will work best for your pet.