



Word of healthyMouth

A **healthymouth™** bulletin brought to you by
Hale Veterinary Professional Corporation

Introducing A Veterinary Dentifrice With Solid Evidence of Efficacy!

There are many veterinary tooth pastes on the market but have you ever seen any credible research to show that they are anything more than expensive flavouring agents? The question to ask is, “Is brushing with the paste more effective than brushing without?”. Few companies have the answer to that essential querie.

Now HealthyMouth, LLC (holder of more VOHC seals of acceptance than any other company in the world), has studies to prove that **brushing with their gel is far more effective than brushing without it.**

There were three studies (large/medium dogs, small dogs and cats). In each study there were three groups of 15 subjects. All subjects had an

oral hygiene procedure on day zero and were re-evaluated on day 29.

Negative controls had no home care. Positive controls had daily tooth brushing with a placebo gel and the test group had daily tooth brushing with healthymouth™ gel. This was all blinded.

Subjects having their teeth brushed daily with healthymouth™ gel had remarkably less plaque and gingivitis compared to the two control groups proving that, while brushing is good, **brushing with healthymouth™ is MUCH better.**

The two dog studies were published in:
J Vet Dent 31:3, Fall 2014, pp 160-167.

Large/Medium dogs	Total plaque day 29	Gum line Plaque day 29	Gingivitis day 0	Gingivitis day 29
Negative control	14.07	9.80	6.87	6.00
Positive control	8.20	2.87	6.60	2.67
Test Group	0.60	0.13	6.93	0.80

Small dogs	Total plaque day 29	Gum line Plaque day 29	Gingivitis day 0	Gingivitis day 29
Negative control	14.07	11.27	7.80	7.20
Positive control	10.80	5.00	8.07	4.20
Test Group	1.67	0.33	8.40	1.13

Cats	Total plaque day 29	Gum line Plaque day 29	Gingivitis day 0	Gingivitis day 29
Negative control	8.47	N/A	11.93	12.40
Positive control	6.67	N/A	12.07	6.67
Test Group	0.60	N/A	6.87	1.40

The Gel Brush kits include six dial-a-dose syringes of gel (15 ml per syringe for cats and small dogs and 30 ml per syringe for medium and large dogs), a toothbrush and client education materials.
This should last a single pet 6 to 12 months.