

Reasonable Expectations for Home Plaque Control Products

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Over the years there have been many products that were great ideas but that did not really make it big in the real world. For many of these products, the primary problem was that people had *unreasonable expectations* and so when the results failed to meet these *unreasonable expectations*, the consumer felt the product had failed.

When considering the **healthymouth™** products, it is essential that veterinarians and pet owners have *reasonable expectations* of what these products are intended to do and how.

When it comes to the entire water additive and topical spray/gel/paste segment of the market, **healthymouth™** products really are the only ones to consider. Each product has VOHC acceptance for helping to control plaque, based on multiple *in vivo* clinical trials of the complete recipes given to the species for which the products are intended. They contain no toxic ingredients such as alcohol, xylitol or dyes. On the other hand, no product is a miracle.

There is NOTHING that treats established dental disease other than mechanical/surgical intervention under general anaesthetic. To expect any potion, lotion, pill, diet or any other product to treat established dental disease is unreasonable and will always lead to failure and frustration.

Any product that claims to treat dental disease as an alternative to proper professional care is, in my view, a fraudulent product and I would like to see regulations banning companies from making such claims, especially without any credible evidence, but I digress.

healthymouth™ products, tooth brushing, VOHC accepted diets and chews, ALL of these

are intended and should only ever be used as and sold as aids in the maintenance of good oral hygiene when starting with a clean, comfortable, healthy mouth AND as part of a comprehensive oral care program that includes regular professional examinations and treatments under general anaesthesia. To expect more is unreasonable and will lead to failure and frustration.

I brush my own teeth twice a day. I floss daily, I drink healthymouth&mobility™. I still go see my hygienist and dentist every 6 months and they always find some areas to clean that I have been missing. This is not an either/or proposition. (either I brush or I go to the dentist). Well maybe it is. It is EITHER daily home plaque control plus regular professional care OR your patients will have a lifetime of periodontal infection OR require whole mouth extraction.

