

Results of the Clinical Trials

The VOHC offers Seals of Acceptance for "Helps to Control Tartar", "Helps to Control Plaque" and "Helps to Control Plaque and Tartar". For a product to achieve the dual claim, the company needs to not only submit data on both plaque and tartar, but must also file separate applications for each claim, with application fees for both.

Gingivitis and periodontal disease are not caused by tartar. They are caused by invisible dental plaque and the host animal's response to it. Since tartar is just mineralized plaque, if plaque is controlled, tartar is controlled by extension. Therefore, Karen Albert (founder and CEO of HealthyMouth, LC) made the decision early on to focus her time, energy and money on obtaining VOHC Acceptance for "Helps Control Plaque". This is vastly more important than controlling tartar.

For each of the dog and cat water additives, two trials were required. The topical gels and sprays were considered product extensions (basically the same product with minor changes) and so only one trial per species was required. dog::ESSENTIAL **heathymouth&mobility**TM water additive was also considered a product extension and so only required a single trial for VOHC acceptance.

For a plaque claim, the VOHC requires that trials last 7 days. **Karen took all of her trials to**

28 days at least and the cat water additive trials went for 42 days.

For a plaque claim by chemical means, VOHC requires a 20% reduction in plaque accumulation compared to control. **All of the healthymouthTM products achieved results from 60% to 88%.**

In other words, **healthymouthTM products do not merely meet VOHC specifications, they exceeded them by leaps and bounds**, not only in duration of the clinical trials but also in the reduction of plaque achieved.



Species	Product	number of test/controls	duration	population	plaque reduction
Dog	water additive trial 1	20/20	28 days	HemoPet greyhounds	71.90%
	water additive trial 2	20/20	28 days	HemoPet greyhounds	76.70%
	topical gel	30/30	28 days	HemoPet greyhounds	60.44%
	topical spray	15/15	28 days	client owned pets	77.10%
	mouth&mobility water additive	20/20	28 days	client owned pets	77.60%
Cat	water additive trial 1	25/25	42 days	Kitten Rescue cats	80.20%
	water additive trial 2	20/20	42 days	Kitten Rescue cats	83.30%
	topical gel	15/15	28 days	client owned pets	88%
	topical spray	15/15	28 days	client owned pets	81.50%