

healthymouth™

Plaque Control Products

Distributed by Hale Veterinary P. C.

New healthymouth™ Dental Water Additives!
All VOHC® Accepted! All Real Flavors!

Dogs

- Decadently Delicious Fresh Blueberry
- Smooth and Creamy Peanut Butter
- Mouthwatering Cranberry Sweet-Tart
- Ripe and Succulent White Peach
- Thanks for Giving Pumpkin Spice
- Cinnamon But in the Oven
- Mixed Berry Smoothie Heaven

Cats

- Real Homemade Chicken Broth Flavor
- Real Slice of Big Eye Tuna



Periodontal Disease

- By far the most common disease affecting pet dogs and cats
- It is caused by Dental Plaque
- Tartar just makes plaque harder to remove

Dental Home Care

- After an oral hygiene procedure, plaque and tartar can start to accumulate very rapidly if nothing is done to stop it (which is why we brush our own teeth twice a day).
 - Plaque forms within hours
 - Tartar forms within days
- Your pet NEEDS safe, effective DAILY home plaque control to maintain good oral hygiene!

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Dental Care that Dogs, Cats and Horses Drink[™]

What Home-Care Is Not

- Home-care is NOT a treatment for dental disease.
- Home-care is NOT a substitute for regular professional examinations and treatment.
- Home-care is NOT an Over-the-Counter concept

Home-Care Products

- What are you currently using to maintain good oral hygiene?
- Does it have multiple species-specific clinical trials demonstrating remarkable efficacy?
- Is it safe and easy to use for all pets?
- Does it come in various forms and formulae to give you lots of options?

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Home-Care Products

- Look for the VOHC seal of acceptance for “Helps Control Plaque”
- Visit www.vohc.org for a complete list



How the VOHC Works

- A council of nine veterinary dental specialists carefully reviews the clinical trials and application looking for any reason to deny the application.
- If the research was done properly and the results show the product has benefit, a Seal of Acceptance is awarded.
- Learn more at www.vohc.org

Nine Clinical Trials

- Average plaque reduction compared to controls over nine blinded clinical trials...
- ...77.4%!
- Nothing else on the market comes even close!

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Lots of Clinical Trials

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

Brushing Gel Trials

| Large/Medium Dogs | Total Plaque after 29 days | Plaque at the gum line | | Gingivitis at Day 0 | Gingivitis At Day 29 |
|-------------------|----------------------------|------------------------|--|---------------------|----------------------|
| No brushing | 14.07 | 9.80 | | 6.87 | 6.00 |
| Placebo brushing | 8.20 | 2.87 | | 6.60 | 2.67 |
| Brushing with HM | 0.60 | 0.13 | | 6.93 | 0.80 |

| Small Dogs | Total Plaque after 29 days | Plaque at the gum line | | Gingivitis at Day 0 | Gingivitis At Day 29 |
|------------------|----------------------------|------------------------|--|---------------------|----------------------|
| No brushing | 14.07 | 11.27 | | 7.80 | 7.20 |
| Placebo brushing | 10.80 | 5.00 | | 8.07 | 4.20 |
| Brushing with HM | 1.67 | 0.33 | | 8.40 | 1.13 |

Dog trials published in J Vet Dent; Vol 31, #3, Fall 2014

| Cats | Total Plaque after 29 days | Plaque at the gum line | | Gingivitis at Day 0 | Gingivitis At Day 29 |
|------------------|----------------------------|------------------------|--|---------------------|----------------------|
| No brushing | 8.47 | N/A | | 11.93 | 12.40 |
| Placebo brushing | 6.67 | N/A | | 12.07 | 6.67 |
| Brushing with HM | 0.60 | N/A | | 6.87 | 1.40 |

N=15 for each group. All animals entered trial with clean mouth

Topical Wipe Trials

- In each trial, there were 45 animals. 15 had no plaque control (negative control), 15 had teeth wiped with placebo wipe (positive control) and 15 had their teeth wiped with healthymouth™ treated wipes (test group).
- Trials lasted 28 days
- The table shows plaque reduction of the positive controls and the test group compared to the negative controls

| | % plaque reduction for Positive control group | % plaque reduction for Test group |
|-----|---|-----------------------------------|
| Dog | 31.65 | 91.70 |
| Cat | 23.91 | 91.30 |

Effective AND Safe

- No xylitol, no sugar, no dyes, no alcohol, no pharmaceuticals...
- Just wholesome, human-grade, organic (where applicable) ingredients that you can feel confident giving to all of your pets

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- Variety of products, all with VOHC seal for plaque control.
- Gel makes brushing **WAY** more effective!
- Only wholesome, human-grade ingredients
- No known contraindications
- **So really, the obvious choice for your home plaque-control programs**

Available Exclusively through your Veterinarian

Learn more at www.healthymouth.com