

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

Cats

- Thanks for Giving Pumpkin Spice
- Cheesecake But in the Oven
- Mixed Berry Smoothie Heaven
- Real Homemade Chicken Broth
- Real Slice of Big Eye Tuna



Periodontal Disease

- By far the most common disease in companion animal practice.
- It is caused by **Plaque**.
- Tartar just makes plaque harder to remove



Dental Home-Care

After an oral hygiene procedure, plaque and calculus can start to accumulate rapidly if nothing is done to stop it.

- Plaque within hours
- Calculus within days

Your Patients **NEED** safe, effective **DAILY** home plaque control!

healthymouth™
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 recommending for home plaque control currently?

Does it have multiple, *in vivo*, species-specific clinical trials demonstrating remarkable efficacy?

Is it safe and easy to use for all patients?

Does it come in various forms, formulae and flavours to meet all your various patient needs?

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Home-Care Products

- Look for the VOHC seal of acceptance for “Helps Control Plaque”
- Look carefully at the claims and demand to see the actual research



How the VOHC Works

- A council of Nine veterinary dental specialists carefully reviews the clinical trails and application looking for any reason to deny the application.
- Learn more at www.vohc.org



The First 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%

<http://www.toothvet.ca/hm3.html>



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 possible) ingredients that you can feel confident giving to all of your patients

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Dental Care that Dogs, Cats and Horses Drink™



healthymouth™

- 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 Through



Hale Veterinary Clinic



Much more information at www.toothvet.ca/hm1.html

