



Word of healthyMouth

A **healthymouth™** bulletin brought to you by

[Hale Veterinary Professional Corporation](#)

Ontario & Quebec distributor of

healthymouth™ products.

Stop Selling healthymouth!

That's right. I want you to stop *selling* healthymouth™. In fact, I never wanted you to *sell* it in the first place.

If a patient presents with pneumonia, do you “sell” the owner antibiotics? Of course not. Nor do you provide the owners with a menu of antibiotic choices to let them decide which one they would like to try. As the medical professional in this equation, you **dispense** the antibiotic that you feel to be the most appropriate choice and you give the owners the necessary instructions on how to use that medication to achieve the desired result.

As with your own oral health, professional dental care is only one component of the plan. Safe and effective daily home plaque control between professional treatments is just as important. When you provide professional periodontal treatments for your patients, **you must also dispense appropriate plaque control products and strategies for the owners to use at home on a daily basis.** Have a look at the [2013 AAHA Dental Care Guidelines for Dogs and Cats](#) under “Client Education and Follow-up” on page 6.

We occasionally hear from some clinics that “healthymouth isn’t selling”. Well, if you give owners the option of providing home care or doing nothing, most will opt for doing nothing (so much easier). If you offer them the choice of various products (as if they are all equally valid options) they will usually choose the cheapest. So if you just put healthymouth products out in your

retail section and wait for clients to buy it, you will wait a very long time. On the other hand, if you bundle healthymouth with your periodontal treatments and dispense it as the valuable and necessary product that it is, you will find it flying off your shelf.

One other question to ponder. If you offer various brands of home dental care products, which of them has valid and compelling research to show that they actually do something of value? Here are some papers summarizing the results of the clinical trials done on the various healthymouth products:

[Results of first 9 clinical trials](#)

[Results of dog Brush-Gel trials](#)

Do any of the other products you offer come close to these results? If not, are they really worth dispensing at all?

Here are a few more resources I have posted at www.toothvet.ca/hm2.html

[Who should be on healthymouth?](#)

[When to start healthymouth](#)

[Tips on getting animals to accept healthymouth](#)

Owners love their pets and want to do the right things for them. They rely on you to show them the way.

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