

Why I Became Involved with HealthyMouth LLC

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Those who have heard me lecture, who have read my newsletter, The CUSP, or who have followed any of my comments on the Dental Discussion Board of the Veterinary Information

Network (VIN) know I have strong opinions and I do not mind sharing them freely. This has gotten me in trouble on occasion as some have interpreted my 'brutal honesty' as harsh, condescending and offensive. It just is not in my nature to sugar-coat things.

Among my firm opinions is that any product that claims to be of benefit for oral health better have some credible research to back those claims. It also better not make claims that it can treat established disease or act as an alternative to proper veterinary dental evaluation and treatment.

The long list of products without credible research included the whole group of food and water additives. When asked about these products, I would say that none of them were worth the box they came in. Aside from having no evidence of providing benefit, they gave owners a false sense of accomplishment and so I felt they were worse than nothing.

So when the VOHC announced that it had awarded a Seal of Acceptance for Helping to Control Plaque to this water additive called **healthymouth™** back in 2008, I remained sceptical. I continued to express this scepticism on VIN and elsewhere. Word of this got back to Karen Albert, founder and CEO.

It was at the 2009 Veterinary Dental Forum that I first met Karen Albert, Ping Pong and **healthymouth™**. Karen sent me her information package and invited me to come by her booth. At that time, she had three products (water additives for dog, cat and horse) and one

VOHC seal (for the dog water additive). She also had huge enthusiasm and an approach that I could really respect.

The approach was to put money into credible clinical studies rather than flashy marketing and to promote her products as part of a comprehensive, veterinary-directed oral health program rather than as an alternative to proper veterinary dental care.

The company now offers a multitude of products including water additives, topical sprays, topical gels, brushing gel kits and topical wipes, many available in a variety of flavours. ALL products have the VOHC Seal of Acceptance for Helping to Control Plaque. And all products achieve their remarkable results using a formula that contains no xylitol, no alcohol, no dyes, no chlorhexidine; just wholesome, human food grade ingredients. No other company or product line in the word comes close to offering what HealthyMouth, LLC has provided to our profession.

This is why I have become the distributor of **healthymouth™** products in Ontario and Quebec and am one of the company's biggest fans. **Good products with solid species-specific, *in vivo* research positioned to work with us, not against us!**

Thank you, Karen and Ping Pong!

