



February, the month of love, is here! And if your fur babies are like mine they will shower you every day this month with their love. Wagging tails, snuggling sessions, and lots of kisses! So as you get these kisses, if you notice a stinky breath, I suggest you take a good look at their teeth and gums. Bad breath is usually the first sign of dental disease. I am sure you can imagine how bad your breath would smell and how your teeth would look if you never brushed them. Now think of your pets. Although I think dental cleanings are very important and can extend your pet's life 2-4 years, at home products used every day are just as important. This newsletter has information about your pet's dental health and the choices of at home dental products that are offered here at Flanary Vet Clinic.

Clean Every Tooth is a Virbac Animal Health campaign to increase awareness of the importance of pet home dental care.

One of the most common diagnoses that veterinarians make daily is dental disease in dogs and cats. That's why we are stepping up efforts to educate pet owners on the importance of dental hygiene for their pets. It's also why Virbac Animal Health is supporting a C.E.T. CLEAN EVERY TOOTH™ campaign to help veterinarians build ongoing awareness of the importance of pet home dental care all year long.



“As pet owners become more aware of the need to care for their pet's teeth they're looking to their veterinarians for guidance,” said Denise Piekarski, senior marketing manager for Virbac Animal Health. “The guidelines for good pet dental care are very similar to those established for people by their dentist. It's a year-round process that includes both professional care and routine home care.”

Daily Dental Care Is Key During a visit to the veterinary clinic, when the subject of brushing is brought up, pet owners frequently ask, “So how many times a day should I brush his teeth?” According to Stephanie Arnold, MPH, DVM, Virbac Research & Development, one answer that gets people thinking is: “How many times a day do you brush your teeth?”

“Of course, that gets a few laughs, but it's not necessarily a joke. In reality, it's sometimes not convenient to brush a pet's teeth twice a day, so most veterinarians usually recommend weekly,

if not daily brushing,” Arnold said. “The take-home message is: more is definitely better. If a pet doesn’t like to have his teeth brushed, that’s okay. Any dental care you can do at home is a step in the right direction.”



As part of the **CLEAN EVERY TOOTH** campaign, Virbac makes it simpler for veterinarians to offer 3 Easy Options for pet owners to choose from:

- **Good to Chew:** Pet owners can choose from a complete line of C.E.T. Oral Hygiene Chews for Dogs and Cats, C.E.T. HEXTRA® Premium Chews for Dogs or C.E.T. VEGGIEDENT® Tartar Control Chews for Dogs that help reduce plaque and tartar, and keep breath fresh. It’s as easy as giving a daily treat.
- **Better to Rinse:** C.E.T. Oral Hygiene Rinse and C.E.T. AQUADENT® Drinking Water Additive are convenient alternatives to brushing, while providing the benefits of chlorhexidine for oral health.
- **Best to Brush:** C.E.T. Toothpastes and Toothbrushes are specifically designed for dogs and cats. Only a few minutes a day is all it takes.

“The idea of brushing an animal’s teeth can be a little daunting, but it’s really quite easy. Especially now that there are products out there that can make the brushing experience more enjoyable for pets and their owners,” Arnold said.



Best To Brush: The Basics * Start when a pet is young (or adult age after a thorough dental cleaning). Slowly introduce the pet to veterinary dental toothpastes and soft-bristled brushes.

- Brushes should be the appropriate size and shape for a pet’s mouth. There are even brushes made for cats (C.E.T. Cat Toothbrush). If a pet owner doesn’t know what size to use, their veterinarian is the best source of advice.
- Make sure the paste used is veterinarian recommended. Human products can actually cause more harm than good. Good examples of appropriate toothpastes are the C.E.T. Enzymatic and Tartar Control Toothpastes for Dogs and Cats.
- Toothpastes come in multiple flavors, usually beef, chicken, seafood or malt so that they are tasty to your pet and help him look forward to brushing.
- Start by letting a pet taste the toothpaste, then put the toothpaste on a finger or a washcloth and run it along the gum line. Finally, use toothpaste on the brush along the gum line.
- Be sure to push the toothpaste into the bristles of the brush to keep the pet from just eating or licking it. The brush needs to be angled under the gums because this is where the bacteria that cause dental disease like to hide.
- Using small circles, brush from the back to the front of the mouth. Start with outer surfaces of the teeth (facing the cheek) and move to inner surfaces (facing the tongue). The outer surfaces of the teeth are where the most plaque and tartar build up, so reaching them is critical.
- The whole process should only take about 30 seconds.

Good To Chew, Better To Rinse If a pet loses patience before a complete brushing gets done, that's okay. There are other products that can help clean the rest of the teeth, including water additives and dental chews.

“The C.E.T. Oral Hygiene line of dental chews offers a variety of choices to help complete the dental care regimen, including C.E.T. Oral Hygiene Chews for Dogs and Cats, C.E.T. HEXTRA Chews, or C.E.T. VEGGIEDENT Chews,” Piekarski said. **“These chews help to mechanically reduce the amount of tartar and plaque on a pet's teeth, while promoting fresh breath. C.E.T. AQUADENT Water Additive can also be placed in a pet's drinking water to provide an extra boost to oral hygiene every time a pet drinks.”**

Make It A Routine The bottom line for home dental care is that frequent brushing (along with chews and water additives) not only helps protect a pet's teeth, it can help to save him from painful dental disease. For more information about the complete range of C.E.T. Oral Hygiene products, or for a demonstration of proper tooth brushing techniques, pet owners are encouraged to contact their veterinarian or visit www.cetdental.com.



Here are the Dental Products available at Flanary Vet Clinic:

C.E.T.® HEXTRA® Premium Chews for Dogs

Premium chew clinically proven to reduce calculus when used daily in dogs. For daily use in dogs as a chew to help remove plaque and reduce tartar.



- **Provides a well-known antiseptic effect and helps remove plaque and reduce tartar. Chews are coated with exclusive patented 10% solution of chlorhexidine gluconate.**
- **Contains beefhide for natural abrasive cleansing action.**
- **Helps keep teeth clean and breath fresh, even on days when brushing isn't possible.**
- **Persistent action. Chlorhexidine is released into the oral cavity during chewing and may be released for up to 24 hours, providing sustained antimicrobial action.**
- **Appealing flavor. Dog owners may give as a daily chew.**
- **Available in petite, medium, large, and extra-large sizes. All sizes available in 30-count bags.**

C.E.T.® Oral Hygiene Chews for Cats

Chews for cats that combine an abrasive texture and antiseptic action for clinically proven control of plaque and tartar. Chews for cats featuring the enhanced Dual-Enzyme System and made from freeze-dried fish combine to provide an abrasive texture and antiseptic action for clinically proven control of plaque and tartar.



- **Clinically proven to reduce plaque and loosen tartar.**
- **Enhanced Dual-Enzyme System provides effective and natural antiseptic action.**
- **Freeze-dried fish component contributes abrasive texture that helps clean teeth.**
- **Keeps breath fresh and teeth clean. An effective first step toward oral hygiene or for use on those days when brushing isn't possible.**
- **Readily accepted fish or poultry flavor enables pet owners to give chews to their cats daily.**
- **Available in 30-count and 96-count bags.**

C.E.T. AQUADENT® Drinking Water Additive

Drinking water additive developed by veterinary dental specialists to help maintain dog and cat dental health. For use as a daily drinking water additive for dogs and cats to help fight plaque and freshen breath.



- **Helps maintain oral hygiene, prevent plaque accumulation, and freshen breath when used along with a regular home dental care program for cats and dogs.**
- **In studies involving 28 mixed-breed dogs, all cases showed significant reduction in dental bleeding and halitosis and marked improvement in gingival health.¹**
- **Study showed approximately 50% reduction in plaque and calculus accumulation in cats drinking water treated with xylitol, an active ingredient in C.E.T. AQUADENT® Drinking Water Additive.²**
- **Easy to use—pet owners simply add 2 teaspoons to a quart of pet's drinking water every day to provide clinically tested dental care every time a pet drinks.**
- **Available in 500 mL bottles and premeasured, easy-dose 10 mL packets.**

Dual-Enzyme System toothpaste formulated for dogs and cats to provide natural antibacterial action and to inhibit the formation of plaque. Also acts quickly to help eliminate mouth odors. These toothpastes come in 3 appealing flavors and contain no foaming agents, so they are safe for pets to swallow. Poultry, malt, and vanilla-mint flavors are well accepted by pets to help make brushing easy. Available in 2.5 oz (70 g) tubes. Poultry flavor is also available in 12-g trial-size packets with a 25-count dispenser.



Prescription Diet® t/d® Dental Health

Oral Health

Dental care for your pet may be more important than you think. The accumulation of bacteria laden plaque above the gumline can lead to long term oral health issues. Recent studies have demonstrated there is an association between oral health issues and systemic general health issues affecting the kidney, heart and metabolic systems.

At Hill's, nutritionists and veterinarians have developed clinical nutrition especially formulated to keep your dog's teeth clean and help control the oral bacteria found in plaque.



Key Benefits

Prescription Diet® t/d® is formulated with the following benefits:

- Unique kibble scrubs away laden plaque in the mouth to promote systemic health
- Clinically proven to reduce plaque, stain and tartar buildup in dogs under 20 lbs. body weight
- Reduces bad breath
- Added antioxidants to control cell oxidation and promote a healthy immune system
- Awarded the Veterinary Oral Health Council (VOHC) Seal of Acceptance for helping reduce both plaque and tartar accumulation

Additional Info

Hill's Prescription Diet® t/d® is a complete and balanced food that provides all the nutrition dogs need. Please consult your veterinarian for further information on how our Prescription Diet® foods can help your dog to continue to enjoy a happy and active life.

Tartar Control Treats for Cats by Butler

Butler Nutrisentials Tartar Control Treats for cats are a delicious naturally preserved treat that will help fight the buildup of plaque and tartar on your cat's teeth. Feed up to 12 treats each day to control tartar and plaque. Preferred by cats everywhere.





Bad breath may be a sign of bacteria attacking your pet's teeth and gums. OraVet Plaque Prevention Gel makes it easy for you to help prevent plaque and calculus formation on your pet's teeth between dental cleanings.

While other products may remove plaque and tartar, OraVet is the first plaque prevention system. It significantly reduces plaque and tartar formation by creating an invisible barrier that helps prevent bacteria from attaching to your pet's teeth. We recommend having your pet's teeth sealed immediately after their dental!

Well, now the big question that I get asked all the time, "Do you brush your kid's teeth, Dr. Flanary?" I must be honest, I do not brush my kid's teeth everyday – not enough time! However, I do give them a C.E.T. Chew every night after the last potty break and use Aquadent in their drinking water. They also get dental cleanings twice a year. Pick a product that works best for you and your pet 0 but do something to protect those teeth! For more information on any of these products, call the clinic at 270-898-9738 or visit our website at www.flanaryvet.com We have 20% off all dental products during this month. We also have specials on dental cleanings! I hope you get lots of love and kisses from your two and four legged loved ones this Valentine's Day!



Fancy and "Aunt" Lucy

LaNita S. Flanary DVM