

STAY CLOSER FOR LONGER

Home DENTAL CARE
for your pet that's not just
FRESH but HEALTHY too.

2 out of 3
dogs have
bad breath¹

dental care



Shaping the future
of animal health

Virbac

Don't let bad breath come between you and your dog.

How common is bad breath?

2 *out of* **3** **DOGS HAVE
BAD BREATH¹**

Bad breath can be a sign of deeper
health concerns, such as:

ISSUES WITH TEETH AND GUMS

plaque build-up on the
teeth and bacteria in the
mouth can cause serious
dental problems²



PLAQUE



BACTERIA

ISSUES IN OTHER PARTS OF THE BODY

for example, the heart,
lungs, pancreas, liver,
kidneys, or an unhealthy
digestive system³



DIGESTIVE



KIDNEYS



LUNGS



PANCREAS

How to beat bad breath.



The good news is that bad breath is avoidable through the dual approach of veterinarian treatment and at-home care.⁴

1



Professional teeth cleaning

A veterinarian can help remove plaque from your dog's teeth, providing a platform for ongoing preventive dental care

2



At-home care



Daily tooth brushing: using specialised paste and brushes



Chews: that are specially designed to remove plaque and tartar, strengthen the jaw bone, and stimulate the production of saliva, which is important for good oral health



Mouth rinse: to help prevent plaque accumulation and reduce gingivitis



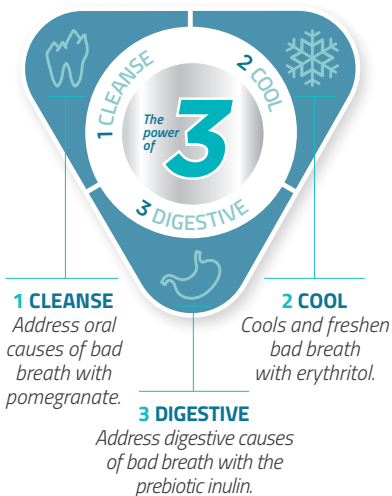
Water additives: are an easy way to help control plaque at home

VeggieDent® FR3SH Dental Chews for dogs

A dental chew that's both healthy *and* freshens breath. VeggieDent® FR3SH Dental Chews have an innovative formula specially designed to decrease bad breath *and* maintain oral hygiene in dogs.

INNOVATIVE

FR3SH TECHNOLOGY



- A unique Z-shape allows it to reach front to back and everywhere in between
- Tasty, with a chewy consistency that helps scrape away plaque and tartar



HEALTHY



Natural, no artificial ingredients or chemicals, non-GMO corn and low in calories



Plant-based, no animal-protein, wheat free, and easily digestible



FRESH BREATH DELIVERED

Dog owners confirmed that their dog's bad breath is rapidly improved and sustained with a daily intake of VeggieDent® FR3SH Dental Chews:⁵

DAY 1



SIGNIFICANT
BREATH
IMPROVEMENT
FROM
DAY 1

24 HOURS



IMPROVEMENT
REMAINS
OBSERVABLE
AFTER EACH
INTAKE

2-WEEK PERIOD



CONTINUED
BREATH
IMPROVEMENT
WITH
DAILY USE

Improvement of bad breath was perceived by

90% *and* 87%

of owners

would recommend
the product⁵



Dental disease is the most common disease process seen in veterinary medicine, affecting up to 80% of dogs and 70% of cats over 3 years of age⁴

HEXARINSE® ORAL RINSE

HEXARINSE® contains well recognised active ingredients used commonly in human dental health care products to decrease the nasty pathogens in the mouth and promote good oral health. Hexarinse is a veterinary registered product that has proven claims.⁶

- ✓ Aids in the prevention of plaque, tartar and periodontal disease
- ✓ Helps to reduce gingivitis and resolve oral inflammation
- ✓ Refreshing, palatable, alcohol free formulation
- ✓ For use in dogs and cats

Use daily following each meal as an aid in the prevention of plaque, tartar and periodontal disease.





AQUADENT® FR3SH

AQUADENT FR3SH contains the same innovative technology as VeggieDent® FR3SH. A unique blend of three natural ingredients, pomegranate, erythritol and inulin, specifically formulated to target the oral and digestive causes of bad breath.

- ✓ Convenient and easy to use. Simply add to daily drinking water with the dosing cap provided
- ✓ Palatable and proven to ensure it is readily accepted with no reduction in water consumption



Add to fresh drinking water daily to promote dental health in cats and dogs. Provide fresh water as needed. Discard any treated water not consumed within 24hrs.



Speak to your veterinarian
about how **Virbac's Dental Range**
can become part of a long-term plan to
maintain a healthy mouth and
fresh breath for your pets.

For more information on Virbac's dental range contact

technical@virbac.com.au

1800 242 100

au.virbac.com/dentalcare

References: **1.** Data on File, Market Research, Kynetec, 2016. Virbac. **2.** Culham N, Rawlings JM. Oral malodor and its relevance to periodontal disease in the dog. *J Vet Dent.* 1998;15:165–168. **3.** Niemiec BA. Periodontal disease. *Top Companion Anim Med.* 2008;23:72–80. **4.** Niemiec BA, Gawor J, Niemiec A, et al. World Small Animal Veterinary Association Global Dental Guidelines. <https://wsava.org/global-guidelines/global-dental-guidelines/>. Accessed March 3, 2021. **5.** Chala V, Chaix G, Navarro C, Espuna G. Evaluation of breath freshening effect in dogs following chew administration: an open field trial. Voorsjaardagen congress, The Hague, NL, April 2018. **6.** APVMA 54589/46559