

## YOUR PETS DENTAL HYGIENE .....

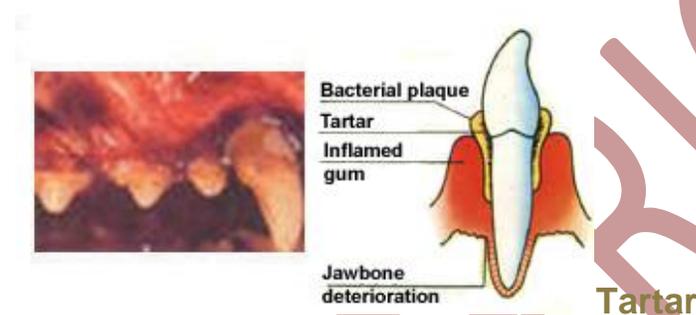
Tartar and loosening of the teeth (periodontosis) are equally common in both dogs and cats. **It is important that we are aware of this to avoid our pets suffering in pain owing to our ignorance.**

### Bad Breath

Bad breath often reveals that a dog or cat has tartar and perhaps such acute loosening of the teeth that several of these cannot be saved. Wild cats also suffer from tartar, even if they live a more "natural" life.

### Plaque

Plaque is the sticky, thin layer of bacteria and food remnants that builds up continuously in the mouth. If the first soft coating is allowed to remain in place, this will eventually calcify and harden into tartar.



Tartar forms as a yellow-brown coating at the base of teeth along the top of the gums.

The composition in saliva affects the formation of tartar, which in some cases can be genetic.

Tartar builds up above the rim of the gums as minerals contained in saliva spread out across the teeth.

Beneath the gum rim the tartar looks darker owing to colouring from minor bleeding in the gums.

### The Vicious Cycle

Bacteria loves tartar!

Toxins from the bacteria irritate the tissue and the **bone retracts**.

The gingival pocket (tooth pocket) gradually deepens and the vicious circle commences. Now there is **room for more tartar and more bacteria**. In the final stage, when almost all the bone has retracted, the **teeth loosen and the infection is now so acute that swelling and pain become the norm**. The body soon senses the untreated tooth in a deep pocket as being a foreign object.

Eventually the tooth is pushed up and loosens.

### Loosening of the teeth

Untreated tartar can cause damage to the foundation of the tooth and result in loosening of the tooth, **known as periodontitis**.

As the gums swell owing to inflammation, the tooth pocket deepens. Bacteria coatings spread out down into the tooth pocket and the connective tissue in the bottom of the pocket dissolves.

Consequently, the tooth pocket deepens further and the coating of **bacteria can grow down into the root**. The coating mineralises into tartar and the inflammation process accelerates.

The root membrane threads now begin to deteriorate owing to the inflammation and the **jaw bone erodes**. The continued deepening of the tooth pocket keeps pace with the growth of plaque and dissolving of the root membrane and jawbone.

Finally, the tooth loosens.

**Periodontitis is a late symptom of the disease.**

**Signs of acute periodontitis** can include teeth moving about or becoming loose. Spontaneous bleeding of the gums, formation of pus, boils, fistulas and bad breath are other signs.

Periodontitis can be **defined as a chronic disease** that establishes itself insidiously. It can be present for a long period of time without producing any noticeable symptoms.

## Complications

Tartar, swollen and bleeding gums, broken teeth and other states of ill-health in the gums frequently give rise to diarrhoea in cats/dogs and humans.

The **bacteria** that thrive in the gingival pockets and attack the teeth, most especially the roots, **travel down into the digestive tracts**.

Cats with broken teeth often suffer from toothache. They dribble and their condition deteriorates and they lose weight because they can no longer eat enough.

Bad dental status frequently paves the way for secondary infections.

In serious cases, an infected tooth can cause blood-poisoning, which in turn can cause pericarditis (inflammation of the pericardium, the membranous sac that encloses the heart). *Unless treated, this condition can lead to death*

## What is ProDen PlaqueOff™ Animal?

ProDen PlaqueOff™ Animal is a completely natural product which is suitable for both cats and dogs.

It is a special type of seaweed which has been found to have specific beneficial effects for oral care.



It comes in a granulated form which is easily added to food every day. It is rich in natural iodine and contains important vitamins and minerals and is free from artificial colours, preservatives, gluten and sugar.

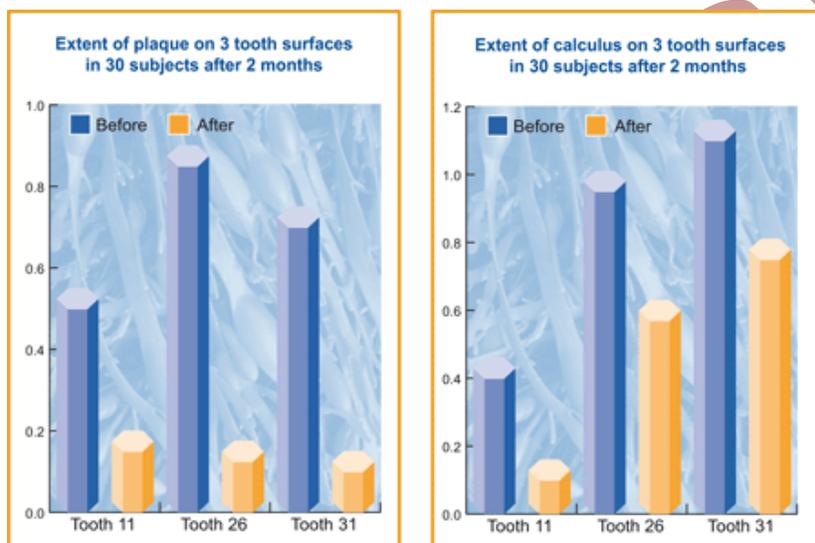
## Clinical Trials

### How does it work?

Dental plaque is made up of a community of microbes that have organised themselves into a complex and tenacious film - a biofilm.

Unlike other methods of plaque control, ProDen PlaqueOff™ Animal works systemically, and is thought to disrupt the biofilm, reducing levels of plaque and calculus as well as improving breath odour.

Recent research shows that this especially selected seaweed (SW1313 / D1070) has a positive effect on plaque and calculus reduction over time.



## Plaque Off - Dosage



### How much do I give my Dog?

PlaqueOff™ is extremely economical.

Dosages depend on the size of your dog as indicated on the table below.

Small dogs & cats up to 10kg/22.1lbs	1/2 - 1 scoop	1 year - 6 mths
Medium dogs 10-25kg/22.1lbs - 55.1lbs	1 - 2 scoops	6 mths - 3 mths
Large & giant dogs over 25kg/55.1lbs	2 scoops	3 months

PlaqueOff™ has a "Salt & Pepper" type of flavour and is administered in small doses and as such will not interfere with your dogs eating habits.



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