

WHY IS HOME DENTAL CARE FOR PETS SO IMPORTANT?

Did you know that the most common dental problems for pets are different from those seen in humans?^{1,2}

It's true – while the main problem for humans is tooth decay, dogs and cats are most likely to suffer from periodontal disease.¹⁻³

In fact, periodontal disease is so common that it affects the vast majority of dogs and cats over 3 years old.⁴



9 IN 10

adult dogs are affected⁴



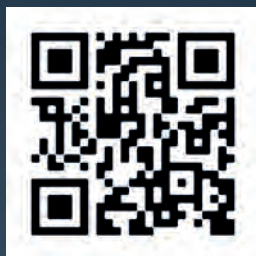
7 IN 10

adult cats are affected⁴

Periodontal disease happens when the tissues that surround teeth become infected and inflamed. It starts with the gums (gingivitis), but left untreated, the infection often spreads deeper into the tooth socket and destroys the bone. The tooth then becomes loose and may fall out over time.¹

Periodontal disease is more than just a case of bad breath. Left untreated, it can cause **chronic pain and severe discomfort** for your pet.⁵ And pets don't always show signs that they're in pain – so even if yours is eating normally, they could be suffering without you realising.

**FIND OUT MORE AND
DOWNLOAD FREE
DENTAL CARE RESOURCES
AT DENTAL.PET**



1. Hiscox L and Bellows J. Available at: <https://vcahospitals.com/know-your-pet/dental-disease-in-dogs> [Accessed September 2021].
2. Hiscox L and Bellows J. Available at: <https://vcahospitals.com/know-your-pet/dental-disease-in-cats> [Accessed September 2021].
3. WHO. Available at: <https://www.euro.who.int/en/health-topics/disease-prevention/oral-health/data-and-statistics> [Accessed September 2021].
4. Royal Veterinary College. Available at: https://www.rvc.ac.uk/review/dentistry/Shared_Media/pdfs/perio_print.pdf [Accessed September 2021].
5. American Animal Hospital Association. Available at: <https://www.aaha.org/aaha-guidelines/dental-care/dental-care-home/> [Accessed September 2021].

**“HOME
DENTAL CARE
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Get started
with **Plaqtiv+[®]**













Plaqtiv+
oral care

INTRODUCING PLAQTIV+

Recommended by and exclusively available from vets, **Plaqtiv+**® is a new oral care range designed to simplify dental care in cats and dogs.



EXPLORE THE PLAQTIV+ RANGE

Product	Suitable for	Ease of use	About the product	Why use it?
 Water additive			<ul style="list-style-type: none"> The easiest product to use – simply add 2 capfuls to 600 ml of your pet's drinking water 	<ul style="list-style-type: none"> Quickly and easily becomes a daily habit
 Spray			<ul style="list-style-type: none"> Easy to use – just lift your pet's upper lip to expose their teeth and gums, and spray twice on each side of the mouth 	<ul style="list-style-type: none"> No pressure on the gums, making it a good first step into a puppy's dental care routine Fits into a handbag for easy use on the go
 Wipes			<ul style="list-style-type: none"> Provides the mechanical action of a toothpaste, without the frustration of using a toothbrush Simply wrap the biodegradable wipe around fingers and rub gently across pet's teeth and gums 	<ul style="list-style-type: none"> Gets pets used to contact with their teeth and gums, making it a good stepping stone to toothbrushing
 Toothpaste			<ul style="list-style-type: none"> The gold standard of dental care Available in malt, a taste that your pet will love 	<ul style="list-style-type: none"> A more dedicated but very effective way to maintain your pet's oral health

IT'S NOT TOO LATE TO START YOUR PLAQTIV+ PLAN

Regardless of your pet's age or history, it's never too late to start a dental care routine. Speak to your vet for advice, as they can help you establish an individual routine that's tailor made for your pet.

YOUNG PUPPIES AND KITTENS

- This is the perfect time to start a dental care routine.
- Start with **spray**, then **wipes**, then **toothpaste**.
- If you don't manage to progress all the way to toothbrushing, the **water additive** is a great add-on.

PREFER NOT TO BRUSH EVERY DAY

- If you find toothbrushing tricky, you don't have to do it every day.
- On days you don't brush, use the **water additive** for extra effectiveness without extra effort.

CURRENTLY USING DENTAL FOOD/CHEWS

- Dental food/chews are good at targeting the back teeth, but tend to miss the front teeth.
- Spray** or **wipes** are handy options for use on the front teeth, ensuring your pet's whole mouth is covered.

UPCOMING OR RECENT DENTAL SURGERY

- The **water additive** can be used at least 1 month before the procedure, as well as after the procedure when brushing isn't possible.