



# FOCUS ON PET HEALTH

JANUARY 2009

## TOP 5 PET DENTAL ISSUES

### Dog Dental Facts

- Puppies have 28 temporary teeth that begin to erupt at about three to four weeks.
- Adults have 42 permanent teeth that begin to emerge at about four months.

### Cat Dental Facts

- Kittens have 26 temporary teeth that begin to erupt at about two to three weeks.
- They have 30 permanent teeth that begin to erupt at about three to four months.

### Pet Facts

- Oral disease is the most frequently diagnosed health problem for pets
- An astounding 80 percent of dogs and 70 percent of cats show signs of oral disease by age three, according to the American Veterinary Dental Society.
- Periodontal disease is a common problem in dogs, particularly smaller breeds.
- Cats can develop painful resorptive lesions that start as a red line around the tooth and later erodes the tooth surface, much like a cavity in people. Studies show that about 28 percent of domestic cats and half of those over six years will develop at least one of these painful lesions during their lifetime.
- Dogs and cats rarely have dental caries or "cavities" that are frequent in people.
- Periodontitis may lead to other health problems like a stressed immune system and heart, liver, kidney and lung disease, which can shorten a pet's life by as much as three to five years.
- Common signs of oral disease include bad breath, a change in eating or chewing habits, pawing at the face or mouth and depression.

### Pet Dental Health Month

February Pet Dental Health Month, a time when pet owners are made more aware of the seriousness of unchecked dental disease. December and January is a time when pet professional offices are gearing up for dental care promotions and when they are most open to hearing about a program like ours that will increase client compliance and help to maintain a healthy patient.

Take advantage of our great promotional tools this opportunity to enroll professional offices.

### 1. Bad Breath

Bad breath, or halitosis, is most commonly caused by a combination of trapped food particles, bacteria and infection in the mouth.

### 2. Plaque and Tartar Build Up

Within hours, saliva proteins, food and cells combine to form plaque. This creates a soft, yellow-white covering on the teeth. Within two to three days the plaque becomes mineralized to form a brownish limestone-like layer over the tooth surface. Bacteria and decaying debris become trapped in the tartar.

### 3. Gum Disease

Gum disease, or gingivitis, is generally the result of plaque and tartar accumulating where the gum meets the tooth. The first sign of gingivitis is a thin red line near the gum margin. Left unchecked, gingivitis may progress to periodontal disease.

### 4. Periodontal Disease

Periodontal disease is more severe than gingivitis. The inflammation is deeper, beginning to extend below the gum margin and into the socket that holds the tooth in place. Eventually the tooth will loosen and either fall out or need to be extracted.

### 5. Broken Teeth

Chewing on large hard objects like commercially available hooves and bones is the most common cause of broken teeth. If the dental canal is damaged or exposed without treatment a painful abscessed tooth may result. If the damage is discovered soon enough a root canal may save the tooth and provide comfort.

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## Winter Coat Care For Your Pet

Winter weather brings with it dry air — especially in the cooler climates where heating systems are used a lot. The lower humidity can cause your pet's hair to become dry and brittle, which in turns leads to hair loss due to breakage. A dry coat will also take on a dull appearance.

Your pet's skin may also become dry, leading to increased scaling and itching. Using a properly maintained humidifier will replenish the moisture in the home air to a normal level, creating a more comfortable environment for both you and your pet. Be sure to follow the manufacturer's guidelines and keep both the water tank and filter clean.

Adding Omega 3 and Omega 6 oils to the diet can help keep the skin moist from the inside. Omega oils are generally derived from fish oils and are found in many skin and coat supplements.

Be sure to follow label directions, too much oil can cause digestive upset.

Oxyfresh offers three exclusive products that support healthy habits and good oral hygiene for pets. Two of these products are formulated with the exclusive active ingredient Oxygene®, which safely neutralizes bacteria responsible for bad breath and periodontal disease.

## Exclusive Pet Oral Products from Oxyfresh

An alarming 80 percent of dogs and 70 percent of cats over age three suffer from oral disease. Called the "Silent Killer of Pets," oral disease can cause bacteria to enter the bloodstream and infect the heart, liver, and kidneys — shortening your pet's life by up to five years!

Only Oxyfresh pet oral products are formulated with Oxygene®, a clinically proven ingredient that freshens breath, fights the buildup of plaque and tartar and promotes healthy gums for happy, healthier pets.

## Pet Oral Hygiene Solution

- Odorless solution contains Oxygene®, zinc acetate and chlorophyll
- Helps to eliminate bad breath when added daily to drinking water
- Promotes healthy gum tissue while helping to reduce plaque and tartar

## Pet Gel

- Odorless, tasteless gel that can be rubbed on pets' teeth and gums daily
- Contains Oxygene®, which eliminates odor-causing compounds
- Aloe and chamomile soothe, protect and help reduce inflammation

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## Pet Oral Hygiene Solution

- Compact, independent, triple-head configuration for any size pet
- Cleans all surfaces of teeth simultaneously for quick and effective brushing
- Soft bristles are set at 45 degrees to remove plaque and debris at the gumline

## Customer Testimonials

"When my clients come in and expect me to recommend the best, I always feel that is exactly what I offer with Oxyfresh pet products!"

Charles Hopek, DVM  
Perris, California

"Oxyfresh pet products are absolutely the best I have encountered to keep pets active, happy and healthy. My patients love them!"

Robert Slobody, DVM  
Willoughby, Ohio

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