***“Crunchy, Chewy, Clean: The Natural Way to Support Your Pet’s Teeth”***

Dental disease is one of the most common (and preventable) health issues in pets. While brushing is great, let’s be honest—most of us aren’t brushing our cat or dog’s teeth daily. That’s where natural, functional treats come in.

* **Why dental health matters:**
  + Affects not just the mouth, but heart, liver, and kidney health
  + Early signs: bad breath, discoloured teeth, inflamed gums
* **How natural chews help:**
  + Mechanical cleaning (chewing scrapes away plaque)
  + Encourages jaw movement and strengthens gums
  + Stimulates saliva, which has antibacterial properties
* **What to look for in a good dental chew:**
  + !00% natural protein, such as The Paw Grocer chicken necks or wing tips
  + No artificial preservatives or sugar
  + Sized appropriately for your pet