



REGULAR BRUSHING

Daily tooth brushing using specialised toothbrushes and toothpaste is foundational to pet dental health.

BRUSHING TIPS

1. Use a pet-specific toothbrush & toothpaste

Pet toothbrushes are designed for their mouth size and shape. Use toothpaste formulated for pets. Human toothpaste can be harmful if swallowed.



2. Brushing technique

Gently lift your pet's lips to expose their teeth and gums. Brush in circular motions, focusing on the outer surfaces of the teeth.



3. Reward your pet

Reward them with praise or a treat afterward to make it a positive experience.



PROFESSIONAL TEETH CLEANING

Professional teeth cleaning by your veterinarian is important to maintain good dental health. At home dental care can help reduce the frequency that your pet may need their teeth professionally cleaned.



FINAL TIPS

Maintaining your puppy or kitten's dental health is essential for their overall well-being.

By establishing a good daily routine early, you can prevent many common dental problems and ensure your fur-baby enjoys a long, healthy life.

Remember, regular brushing, professional cleanings, and using VOHC-approved products like VeggieDent FR3SH Dental Chews are key components of a great dental care routine.

For more information and tips on pet care, consult your veterinarian. They can provide personalised advice to keep your fur-baby's smile bright and healthy, ensuring many **FR3SH SMILES** ahead!

References:

1. Niemiec BA, Gawor J, Nemeč A, et al. World Small Animal Veterinary Association Global Dental Guidelines. <https://wsava.org/global-guidelines/global-dental-guidelines/>. Accessed December 10, 2024.
2. Coffman, C. (2017). Dental embryology and tooth development. In Proceedings of the 2017 FASAVA Congress, Gold Coast, Australia. Retrieved from Australian Veterinary Association website: <https://www.ava.com.au/library-resources/library/conference-proceedings/2017/dental-embryology-and-tooth-development/Coffman%20C%20-%20Dental%20embryology%20and%20tooth%20development.pdf>. Accessed December 10, 2024.

AQUADENT[™]
FR3SH

VEGGIEDENT[™]
FR3SH

DID YOU KNOW?

70%
OF CATS

80%
OF DOGS

HAVE DENTAL DISEASE
BY 2 YEARS OF AGE¹

Learn prevention tips inside!



everyday
CARE



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FR3SH SMILES

A Guide to Healthy Dental Habits

Shaping the future
of animal health

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Shaping the future
of animal health

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WHY DENTAL HEALTH MATTERS

Good dental health is essential for your fur-baby's overall well-being. Just like in humans, poor dental hygiene in pets can lead to gum disease, tooth decay, and other serious health problems. By taking care of your puppy or kitten's teeth, you can prevent these issues and ensure they have a happy, healthy life.

When can I expect my pet to start teething?²

- Puppies and kittens begin life toothless!
- Their baby teeth (deciduous teeth) start coming in around 3-6 weeks of age.
- At about 12 weeks of age, the permanent teeth begin to emerge and the deciduous teeth are shed.

Common Dental Problems¹

- **Gum Disease:** Plaque build-up can lead to gingivitis and periodontal disease.
- **Retained Baby Teeth:** Sometimes, baby teeth don't fall out. This can cause overcrowding and misalignment.

Signs of Dental Issues¹

- **Bad Breath:** Persistent bad breath (also known as halitosis).
- **Discoloured Teeth or Gums:** Yellow, brown, or red stains are signs of plaque, tartar, or inflammation.
- **Difficulty Eating:** Reluctance to eat or preference for soft foods may indicate tooth pain.
- **Drooling or Pawing at Mouth:** Excessive drooling or pawing at mouth.



AT HOME CARE



DENTAL CHEWS FOR DOGS

Dental chews are specially designed to remove plaque and tartar, strengthen the jaw bone, and stimulate the production of saliva, which is good for oral health.

- **VOHC Seal:** Look for products with the Veterinary Oral Health Council (VOHC) Seal of Approval to help reduce plaque and tartar.
- **Appropriate Size:** Choose chews and toys that are appropriate for the size and chewing strength of your pup to prevent injury.
- **When to start dental chews:** It is generally recommended to start dental chews once adult teeth have erupted. This is because puppy teeth (deciduous teeth) are not as strong as adult teeth, and it is important to avoid damage to them. The age will vary depending on the dog, but adult teeth will start to come in at about 3 months of age.



WATER ADDITIVES FOR DOGS AND CATS

Water additives are a simple and effective way to control plaque and freshen breath at home, particularly for dogs and cats where tooth brushing proves challenging! Your vet can recommend a suitable product, such as AquaDent FR3SH.



DENTAL DIETS FOR DOGS AND CATS

These are specially formed kibble diets designed to help remove plaque and tartar.

The Importance of the VOHC Seal

When selecting dental products for your pet, the VOHC (Veterinary Oral Health Council) Seal of Approval is an indicator of effectiveness. Products with this seal of approval have data behind them which show they are effective!

Using VOHC-approved products can significantly contribute to maintaining your pet's dental health, ensuring their teeth and gums stay healthy and strong.



VeggieDent FR3SH Dental Chews

- VeggieDent FR3SH dental chews have been awarded the VOHC Seal of Approval to help control plaque and tartar.
- These chews help reduce both plaque and tartar while freshening breath!
- They are made from plant-based ingredients and are low in calories - making them a healthy and enjoyable treat for your pup.



AquaDent FR3SH Water Additive

- This water additive helps reduce plaque buildup and freshens breath!
- Simply add it to your pet's drinking water to address oral and digestive causes of bad breath.
- It's an easy and effective way to support dental health daily!



The Power of 3

With FR3SH technology, VeggieDent FR3SH and AquaDent FR3SH target bad breath in 3 ways - they cleanse, cool, and address digestive causes of bad breath.

1. **CLEANSE:** address the oral causes of bad breath with pomegranate.
2. **COOL:** Cools and freshens breath with erythritol.
3. **DIGESTIVE:** Addresses digestive causes with prebiotic inulin.