

85% OF ADULT PETS HAVE PERIODONTAL DISEASE.



Could your pet be at risk?

Imagine what would happen if you didn't routinely care for your teeth in between dental cleanings. The same basics of dental care are true for your pet, too. Without routine care, your pet could suffer from increasingly serious stages of periodontal disease.

In Stage 1, Gingivitis, the gum (or gingiva) at the top of teeth is inflamed and swollen, and plaque covers the teeth. Treatment can reverse the condition.

Canine



Feline



In Stage 2, Early Periodontitis, the entire attached gum is inflamed and swollen. The pet's mouth is painful, and bad breath is noticeable. Professional treatment and home dental care can prevent this from becoming irreversible.



In Stage 3, Moderate Periodontitis, infection and calculus are destroying the gum, now bright red and bleeding. The pet's mouth is sore, which can affect eating and behavior. Bad breath is consistent. Periodontitis has started and may be irreversible.



In Stage 4, Advanced Periodontitis, chronic bacterial infection is destroying the gum, teeth and bone. Bacteria may be spreading in the bloodstream throughout the body, which can damage the kidneys, liver and heart.



Periodontal disease is the most common disease in dogs and cats. The good news is it's simple and easy to prevent.



Photos courtesy of Jan Bellows, DVM, PA, DAVDC, DABVP.

Here's why pet home dental care is so important.

After a professional dental cleaning, it's important to keep protecting your pet's teeth. Just a few minutes of home pet dental care a day helps to prevent plaque and tartar buildup – and more serious problems.



Before dental cleaning, plaque and tartar can be seen on the teeth. If left untreated, plaque and tartar can lead to bad breath, tooth loss or worse. Professional dental care is needed.



A professional dental cleaning by a veterinarian removes plaque and tartar on the teeth and below the gum line, and prepares the teeth for home dental care.



3 weeks after dental cleaning without home dental care, plaque can already be seen forming on teeth when a solution is applied.



7 weeks after dental cleaning without home dental care, heavy plaque and tartar have formed on the teeth.

Taking good care of your pet's teeth can be easy and rewarding. 3 easy options are all it takes to improve your pet's dental health.

GOOD. Start with dental chews.

BETTER. Fight plaque with drinking water rinse.

BEST. Make brushing a healthy habit.

Ask your veterinarian for advice on how you can protect your pet's dental health.

C.E.T.[®]
Home Dental Care



CLEAN EVERY TOOTH™ is a Virbac Animal Health campaign to increase awareness of the importance of pet home dental care. To learn more, go to www.cetdental.com.



©2010 Virbac AH, Inc. All Rights Reserved. C.E.T. is a registered trademark and CLEAN EVERY TOOTH is a trademark of Virbac AH, Inc. Photos and In-Clinic Case Study courtesy of West Houston Veterinary Medical Associates. VP028

Virbac
ANIMAL HEALTH

Passionate About Animal Health