

Hartz® Dental Care for Dogs

Home dental care is an important part of maintaining your pet's oral health. Just like people, pets require regular visits to the dentist – your veterinarian. And just like us they require their teeth brushed regularly in-between professional visits. It is critical to provide daily in-home maintenance for your pet's teeth and well being.



Oral Health Facts

- Periodontal disease is the most common disease in dogs.
- 85% of dogs over the age of three have significant dental problems.
- Bad breath can be a sign of dental disease.
- Infections originating from infected gums can potentially lead to heart or kidney disease.

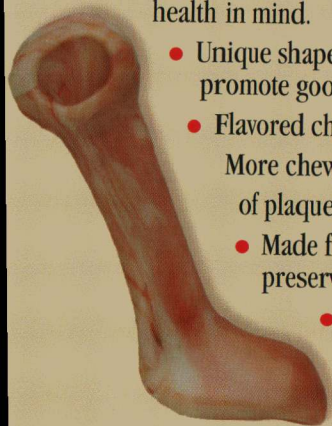
Good Oral Health

Good oral health is achieved through a combination of professional therapy and home care. To prevent the painful and unhealthy infections caused by excessive plaque and tartar accumulation on the teeth, the following key components are necessary:

- Regular oral examinations by your veterinarian.
- Professional prophylaxis (dental cleanings) about once a year starting at age three.
- Regular brushing of the pet's teeth.
- Providing abrasive substances for the pet to chew on.

What is Hartz® Dental Line about?

- Scientifically designed with your dog's dental health in mind.
- Unique shapes that are safe and help promote good oral hygiene.
- Flavored chews increase chewing time. More chew time reduces the build-up of plaque and tartar.
- Made from high-quality products, preservative free.
- Quality guaranteed.
- And remember, Rawhide is an easily digestible product.



The Harvard Study

According to "Effects of Chewing Rawhide and Cereal Biscuit on Removal of Dental Calculus in Dogs," by Harvard Medical School,* dogs develop periodontal disease in a similar way as humans. Left untreated, this can lead to serious health problems.

According to the Harvard study:

- ✓ Dogs whose diet consists mostly of **wet foods** are especially at risk.
- ✓ Rawhide, when used daily, effectively **removes plaque and tartar** while preventing plaque from accumulating.
- ✓ Dogs who initially refuse to chew rawhide will often accept it given some time.

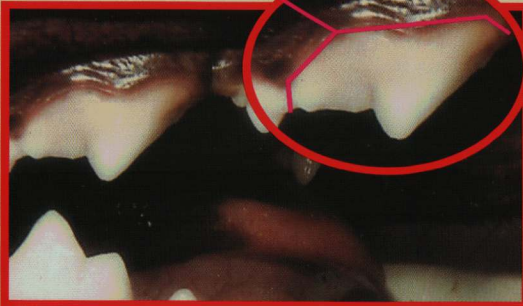
The pictures below demonstrate the effects of chewing rawhide from studies performed by the Hartz® Research Laboratories.

Plaque build up



Dog's teeth 20 weeks after his teeth were cleaned (dog did NOT chew rawhide - resulting in plaque buildup)

Plaque has been removed.



Dog's teeth 20 weeks after his teeth were cleaned (dog chewed one rawhide chip 3 times per day)

*as published in the JAVMA, Vol 197, July 15, 1990; Lage, A. et al

FAQ ON PERIODONTAL DISEASE

Q How can I tell if my pet has periodontal disease?

- A**
- Persistent bad breath.
 - Plaque and tartar build up on teeth.
 - Pawing around at the mouth.
 - Sensitivity to foods/water.
 - Trouble eating.
 - Bleeding or inflamed gums.

Q How can you help prevent dental disease in your pet?

- A**
- Bring your dog for annual cleanings to the veterinarian.
 - Provide **Hartz® DENTAL™ Toys and Chews**. The chewing will help clean the teeth by friction.
 - Brush your pet's teeth with **Hartz® DENTAL™ Toothbrush and Toothpaste** at least twice a week.

PERIODONTAL DISEASE

Periodontal disease is the most common disease of dogs. Caused by the accumulation of plaque and tartar on the teeth, if untreated, periodontal disease can cause pain, bad breath, tooth loss, and infections that can potentially lead to kidney and heart disease. Periodontal infections can go undetected in some dogs, because they may not show signs until very late in the course of the disease. The good news is that through a regular program of professional care and at-home maintenance, periodontal disease can be prevented.

How is periodontal disease treated?

- ✓ Because periodontal disease is preventable, the best treatment is taking steps to avoid periodontitis. This includes regular visits to the veterinarian, professional cleanings, regular tooth-brushing at home, and providing appropriate chew treats for mechanical plaque and tartar removal.