

Zinc: Plaque's natural enemy

BRUCE ADDISON, Veterinary Microbiologist • KARLIN YAEGER, Global Sales Manager • Addison Biological Laboratory, Inc.



*"Plaque forms within 24 hours, calculus within 3 days and gingivitis begins as early as 2 weeks."
— WSAVA.org*

Pet oral health care is an ongoing challenge for pet owners and veterinary teams. Periodontal disease is the number one health problem in small animal patients, according to the American Kennel Club. By age 3, more than 80 percent of dogs and cats have some form of periodontal, or gum disease. Pet owner resistance to in-clinic dental procedures that involve x-rays and anesthesia is well known.

To optimize pet health, **the starting point for comprehensive oral care must be in the home** where bad breath is the primary warning sign. Most veterinary clinic personnel miss the opportunity to educate pet owners about daily oral care and promote in-home solutions for their pets.

*Quite simply,
"a chew alone
won't do."*



Working with natural zinc compounds, Addison Biological Laboratory pioneered the use of a natural, zinc-based compound that is safe for daily use, inexpensive, taste-free and provides excellent pet acceptance. The unique formula works to break down plaque on contact and can be used daily without brushing.

Addison's neutralized zinc is a combination of select amino acids and zinc. Taurine and zinc gluconate form a complex bond that inhibits the precipitation of zinc in the neutral pH (6.7 – 7.0) range. In this narrow pH range, an oral zinc preparation delivers increased bioavailability that ensures its duration of effect and efficacy.

"Zinc is well documented to tie up sulfur compounds in the oral cavity which are a primary cause of bad breath, the first signal of impending dental disease." — Bruce Addison, Veterinary Microbiologist, President and Founder

Putting zinc to work

New to the MAXI/GUARD® product family are MAXI/GUARD® Oral Cleansing Wipes. They provide a proprietary neutralized zinc oral care compound on a textured applicator wipe. They are recommended for daily in-home use.

MAXI/GUARD® Oral Cleansing Wipes

Features / Functions

- Taste free
- Oral product and applicator all-in-one
- Neutralized zinc formulation
- Quick and easy wipe application
- 100 textured wipes per large container

Benefits

- Increases pet acceptance
- No mess; more sanitary than a toothbrush
- Removes plaque; resolves offensive mouth odors
- Supports pet owner compliance
- Up to 100 days of effective daily oral care



Customer feedback

"For nearly 30 years, we've promoted dental care, brushing at home and yet still only get around 2 percent compliance. We no longer carry paste and brushes. Oral Cleansing Wipes are our home care focus for every dog and cat. Demonstrating the quick, easy wipe method gives clients confidence to do it at home. Wiping during an exam also shows clients the amount of plaque and oral debris resident in their pet's mouth." JB, DVM



"We keep a jar in every exam room and at the front desk. Everyone in the practice is trained to demonstrate and actively promote home dental care." TLP, RVT, VTS (DENTISTRY)

"Our nurses and DVMs get face to face with pets in every exam. This gives us a chance to smell pets' breath and begin screening for oral health issues. To help pet owners understand, we talk about the smell of the breath as we raise the cheek to examine the teeth and gums." JMC, LVT

Resources to support in-home oral health care, dental disease prevention and in-clinic dentistry.

MAXI/GUARD® Oral Cleansing Wipes demonstration videos

Click on photos to view demonstrations.



Addison MAXI/GUARD® Oral Cleansing Wipes resources and printable materials

[MAXI/GUARD Oral Cleansing Wipes Detail](#)

[MAXI/GUARD Oral Cleansing Wipes Practice Tips](#)

[MAXI/GUARD Dental Client Educational Brochure](#)

Easy, quick, sanitary oral health care for pets.

Related animal health industry materials and references

- [PetHealthNetwork](#). Did you know that 4 out of 5 dogs over the age of 3 years have some sort of periodontal disease?
- [Dentistry for dogs, FETCH by WebMD](#). "...periodontal disease (i.e. gum disease) occurs 5 times as often in pets as it does in people."
- [AVMA](#). Periodontal disease is the most common dental condition in dogs and cats. By the time a pet is 3 years old, it will very likely have some early evidence of periodontal disease. If preventative measures are not taken, it will worsen as the pet grows older.
- [2019 AAHA Dental Care Guidelines for Dogs and Cats](#). The guidelines are intended primarily for general practitioners and veterinary team members without advanced dental training. The dental task force encourages all veterinary professionals to continuously improve their veterinary dentistry knowledge, skills, and treatment capabilities and to recognize cases needing referral.
- [World Small Animal Veterinary Association Global Dental Guidelines](#). Despite its prevalence, periodontal disease is grossly underdiagnosed... Periodontal disease is generally described in two stages: gingivitis and periodontitis.
- [Veterinary Oral Health Council](#). Studies have shown that dogs with severe periodontal disease have more severe microscopic damage in their kidneys, heart muscle and liver than do dogs with less severe periodontal disease.
- Source: [Today's Veterinary Practice](#). Periodontal disease has been called the "silent killer."⁵⁰ Periodontal disease is lurking in patients' mouths whether or not a veterinarian chooses to recognize it.
 - By 2 years of age, 80% of dogs and 70% of cats have some form of periodontal disease.³ Small and toy breed dogs are particularly susceptible.⁴
 - Even after teeth are completely cleaned, plaque forms on the tooth surfaces within 24 hours.^{3,5}
 - Lack of homecare for 1 week can result in gingivitis in some patients; for 3 weeks, in all patients.⁶
 - One veterinary study found that pockets became re-infected within 2 weeks of a dental cleaning if homecare was not performed.⁷

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