

MAKE YOUR PET'S DENTAL HEALTH PART OF YOUR ROUTINE

It's important and easier than you think.



C.E.T.[®]
Home Dental Care



IT'S EASY TO PROTECT YOUR PET'S TEETH WITH 3 HEALTHY HABITS.

Your personal daily routine includes taking good care of your teeth. Your pet's teeth have the same needs. But you can relax because C.E.T.[®] home dental care products offer 3 easy options to help you improve your pet's dental health.

THE FACTS ARE HARD BUT THE SOLUTION IS EASY.

- Oral disease is the most frequently diagnosed infectious disease in pets.
- By the time they're 4 years old, 85% of dogs and cats show signs of oral disease.
- If left untreated, oral disease can lead to serious consequences for your pet, including severe pain, bad breath and tooth loss.
- Chronic infections can spread to the major organs, where they can seriously compromise your pet's health.
- Just a few simple daily options can protect your pet's teeth and overall health.



"Clean Every Tooth™" is a Virbac Animal Health campaign to increase awareness of the importance of home pet dental care.

To learn more, go to www.cetdental.com.

1 START WITH DENTAL CHEWS



Great-tasting, healthy options.

The simplest way to prevent plaque and tartar buildup on a daily basis is to give your pet clinically proven C.E.T. dental chews,* made especially for dogs and cats.

C.E.T. VEGGIEDENT® Tartar Control Chews for Dogs

Dogs love the taste and chewy consistency of these vegetable-based chews. The easy-to-hold Z shape also improves chewing action.

C.E.T. HEXtra® Premium Chews with Chlorhexidine for Dogs

The novel formulation of HEXtra Chews provides antiseptic activity for up to 24 hours, in a delicious chew your dog will enjoy.

C.E.T. Enzymatic Oral Hygiene Chews for Dogs

Featuring an exclusive C.E.T. Dual-Enzyme System, these chews combine a natural antiseptic with abrasive action, and are topped with a great poultry flavor dogs crave.

C.E.T. Oral Hygiene Chews for Cats

These chews feature the exclusive Dual-Enzyme System, and combine abrasive texture with antiseptic action in both fish or poultry flavors your cat won't be able to resist.

2 FIGHT PLAQUE WITH EVERY DRINK



BETTER

Consistent, daily care of your pet's teeth is even easier when you add C.E.T. AQUADENT® Drinking Water Additive to your pet's water bowl. Formulated by veterinary dental specialists, it helps prevent plaque accumulation and freshens your pet's

breath with every drink. Just 2 teaspoons to a quart of water provides another layer of protection for your pet's dental health.

Another fresh option:

C.E.T. Oral Hygiene Rinse

With the renowned antiseptic activity of chlorhexidine and zinc gluconate, this plaque-fighting rinse also gives your pet fresh breath *fast*.



3 MAKE BRUSHING A HEALTHY HABIT



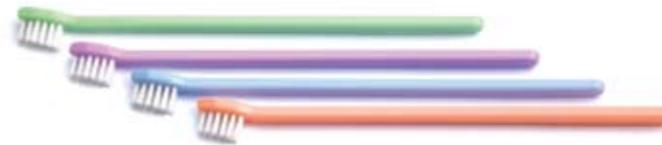
BEST

All you need is the right brush and a toothpaste made for your pet.

Daily brushing is the best way to protect your pet's dental health, and it's a lot easier than you think. The health benefits are more than worth the effort.



C.E.T. toothpastes are specially formulated for pets. C.E.T. Enzymatic and C.E.T. Tartar Control toothpastes contain the patented Dual-Enzyme System to inhibit plaque. They're available in several tantalizing flavors to make brushing tasty and rewarding.



C.E.T. toothbrushes are designed with soft bristles, reverse-angled, tapered heads, and come in a variety of colors and sizes so you'll find just the right fit for your dog or cat. Your veterinarian can help you choose the option that will work best for you and your pet.

THE SIMPLE ABCs OF BRUSHING YOUR PET'S TEETH.

Start slowly and use praise with each step to keep your pet comfortable and happy.

A Pick a relaxed time with your pet and gradually allow him to get used to having his mouth touched.

B Place some C.E.T. toothpaste on your finger or finger brush, and let him become familiar with the taste.

C Try using a C.E.T. finger brush for the first tooth brushing. Once he gets used to it, try using a specially designed pet toothbrush, and gently brush all teeth and gums like you do your own.

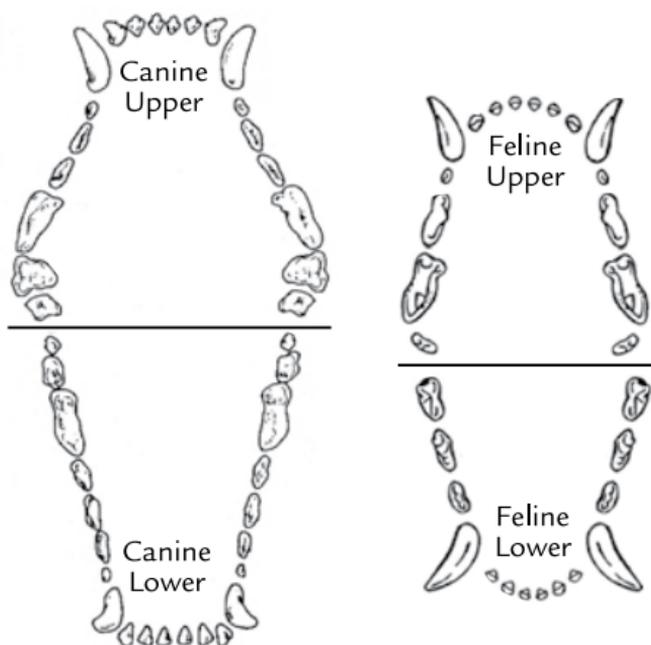


For more brushing suggestions, ask your veterinarian for advice, or view a demonstration video at www.cetdental.com.

ASK YOUR VETERINARIAN TO FILL OUT THIS PROGRESS REPORT.

_____ dental exam shows:
(pet's name)

- No apparent dental problems
- Plaque
- Bad breath
- Tartar
- Red, swollen gums (Gingivitis)
- Bleeding gums
- Loose teeth
- Broken teeth
- Missing teeth
- Feline oral lesions
- Other _____



VETERINARIAN RECOMMENDATIONS

- In-Hospital
 - Complete dental cleaning
 - Dental X-rays
 - Other procedures _____
- Dental Home Care
 - C.E.T. Chews
 - C.E.T. Oral Hygiene Rinse or C.E.T. AQUADENT Drinking Water Additive
 - Daily brushing with C.E.T. Toothpaste
- Comments _____

1-800-338-3659

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Passionate About Animal Health