














“THE ORAL CARE RANGE THAT WORKS IN THE REAL WORLD”

Plaqtiv+ is a new oral care range for cats and dogs that delivers real-world results. With its patented **Xpersiv™** technology, **Plaqtiv+** captures minerals, inhibiting biofilm maturation and thus formation of calculus.

Plaqtiv+
oral care

PRODUCT	SUITABLE FOR	EASE OF USE	ABOUT THE PRODUCT	WHY USE IT?
Water additive 			<ul style="list-style-type: none"> The easiest product to use – simply add 2 capfuls to 600 ml of the pet’s drinking water 	<ul style="list-style-type: none"> Hands-off administration quickly becomes a daily habit, meaning high adherence and reliable efficacy
Spray 			<ul style="list-style-type: none"> Easy to use – just lift the pet’s upper lip to expose their teeth and gums, and spray twice on each side of the mouth 	<ul style="list-style-type: none"> No pressure on the gums, making it a good first step into a puppy’s dental care routine Fits into a handbag for easy use on the go
Wipes 			<ul style="list-style-type: none"> Provides the mechanical action of a toothpaste, without the frustration of using a toothbrush Simply wrap the wipe around fingers and rub gently across pet’s teeth and gums 	<ul style="list-style-type: none"> Gets pets used to contact with their teeth and gums, making it a good stepping stone to toothbrushing
Toothpaste 			<ul style="list-style-type: none"> The gold standard of oral care Available in malt, a taste that is highly accepted by pets 	<ul style="list-style-type: none"> A more dedicated but very effective way to maintain pets’ oral health

*Plaqtiv+ water additive is VOHC approved for the reduction of calculus in dogs.

“THERE’S A PLAQTIV+ PLAN FOR EVERY PET”

Home oral care can be started as soon as pets develop permanent teeth.¹ Starting home oral care early in a pet’s life can help make acceptance easier.²

Plaqtiv+
oral care



YOUNG PUPPIES AND KITTENS



- The ideal time to start a dental care routine is when pets are still young.



- Start with **spray**, then **wipes**, then **toothpaste**.



- If owners don’t manage to progress all the way to toothpaste, they can combine with the **water additive** for maximum effect.



DENTAL CHEW AND FOOD CANDIDATES



- Dental chews and food only involve premolar and molar teeth, not canines.

- **Spray** or **wipes** can be used to address the front teeth that chews and/or food don’t reach.



OCCASIONAL TOOTHBRUSHERS



- Toothbrushing decreases plaque by 37% if done daily, 25% if done every other day, and 10% if done weekly.³

- Occasional toothbrushing can be combined with the **water additive** to increase efficacy without increasing effort.



SCALE AND POLISH CANDIDATES

- The **water additive** can be used at least 1 month before the procedure to soften calculus.

- After the procedure, when brushing is not possible, the **water additive** can be a good alternative.

1. Bellows J et al. *J Am Anim Hosp Assoc* 2019;55(2):49–69.

2. Harrison C. Available at: <https://www.theveterinarynurse.com/review/article/nutrition-and-preventative-oral-healthcare-treatments-for-canine-and-feline-patients> [Accessed September 2021].

3. Harvey C et al. *J Vet Dent* 2015;32(1):16–21.