
















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

Plaqtiv+® is an oral care range for cats and dogs that delivers real-world results. With a whole range of different product options backed by science, there is something to suit the needs of every owner and their pet.

Plaqtiv+
oral care

Product	Suitable for	Ease of use	About the product	Why use it?
Water additive (500 ml) 			<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 Unflavoured, so won’t put a pet off their water
Sticks 			<ul style="list-style-type: none"> Low calorie, daily stick with star shape to provide mechanical action against plaque Contain seaweed extract, scientifically proven to help prevent plaque 	<ul style="list-style-type: none"> Daily treat dogs will love that helps to prevent and remove plaque
Spray (60 ml) 			<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 travel bag for easy use on-the-go
Wipes (64 wipes) 			<ul style="list-style-type: none"> Aids mechanical removal of plaque, without the difficulty of using a toothbrush Simply wrap the biodegradable wipe around a finger and rub gently across the 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 (70 g) 			<ul style="list-style-type: none"> The ultimate in oral care when used with a toothbrush Tasty malt flavour that pets will love 	<ul style="list-style-type: none"> A more dedicated but very effective way to maintain a pet’s 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

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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** and/or **dental sticks** for maximum effect.



OCCASIONAL TOOTHBRUSHES



- 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** and/or **dental sticks** to increase efficacy without increasing effort.



DENTAL CHEW AND FOOD CANDIDATES



- **Dental chews/sticks** and food may have less of a mechanical action vs plaque on front teeth.



- Target front teeth with **sprays/wipes/toothpaste**



SCALE AND POLISH CANDIDATES



- The **water additive** used at least 1 month before the procedure could ease cleaning.

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



DOWNLOAD RESOURCES AND FIND OUT MORE: www.dental.pet

Further information is available from Animalcare Ltd

Call 0330 8189 717

Email info@animalcare.co.uk