

WHY IS HOME DENTAL CARE FOR PETS SO IMPORTANT?

When it comes to cats and dogs, dental health problems are the most commonly diagnosed disorder at the vets.^{1,2}



9/10

adult dogs³



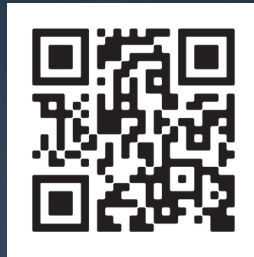
7/10

adult cats³

Dental health problems begin with the build-up of a bacterial biofilm on the teeth called plaque. If not removed, plaque will cause sore, red and/or bleeding gums, as well as bad breath. If this progresses, the teeth may become loose eventually falling out or requiring surgical removal.

Dental health problems are more than just a case of bad breath – **your pet may be in a lot of discomfort**. Pets don't always show obvious signs of discomfort – so even if yours is eating normally they could be suffering without you realising.

FIND OUT MORE AND DOWNLOAD FREE DENTAL CARE RESOURCES AT



1. Royal Veterinary College. Available at: <https://www.rvc.ac.uk/clinical-connections/epidemiology-of-canine-periodontal-disease> [Accessed October 2024].
2. Royal Veterinary College. Available at: <https://www.rvc.ac.uk/vetcompass/news/the-uk-s-largest-ever-feline-dental-disease-study-identifies-age-and-breed-as-biggest-risk-factors> [Accessed October 2024].
3. Niemiec B, et al. World Small Animal Veterinary Association Global Dental Guidelines. *J Small Anim Pract.* 2020;61(7):395-403.

Further information is available from **Animalcare UK LTD**, Moorside, Monks Cross, York. YO32 9LB. Tel: 0330 8189 717 E: info@animalcare.co.uk
Plaqtiv+ is a registered trademark of Animalcare.

“HOME DENTAL CARE IS MORE IMPORTANT THAN YOU THINK.”

Get started with **Plaqtiv+**


















Plaqtiv+
oral care



INTRODUCING THE PLAQTIV+ RANGE

Recommended by vets, **Plaqtiv+** is an oral home care range designed to simplify dental care in cats and dogs.



Product	Suitable for	Ease of use	About the product	Why use it?
 <p>Water additive</p>			<ul style="list-style-type: none"> The easiest product to use – simply add 2 capfuls to 600 ml of your pet’s drinking water 	<ul style="list-style-type: none"> Quickly and easily becomes a daily habit Unflavoured so won’t put your pet off their water
 <p>Sticks</p>			<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 your dog will love that helps to prevent and remove plaque
 <p>Spray</p>			<ul style="list-style-type: none"> Easy to use – just lift your 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
 <p>Wipes</p>			<ul style="list-style-type: none"> Aids mechanical removal of plaque, without the difficulty of using a toothbrush Simply wrap the biodegradable wipe around your fingers and rub gently across your pet’s teeth and gums 	<ul style="list-style-type: none"> Gets your pet used to contact with their teeth and gums, making it a good stepping stone to toothbrushing
 <p>Toothpaste</p>			<ul style="list-style-type: none"> The ultimate in oral care when used with a toothbrush Tasty malt flavour 	<ul style="list-style-type: none"> A more dedicated but very effective way to maintain your pet’s oral health

IT'S NOT TOO LATE TO START YOUR PLAQTIV+ PLAN

Regardless of your pet’s age or history, it’s never too late to start a dental care routine. Speak to your vet for advice, as they can help you establish a tailor-made routine for your pet.

Remember, just like in humans, a combination of dental home care methods will increase the effect.

Not sure which product to use and when? Follow the ideas below:

YOUNG PUPPIES AND KITTENS

- This is the perfect time to start a dental care routine – it will take patience and practice!
- Start with the **spray** and then the **wipes** to get them used to having their mouth handled.
- Gradually work up to toothbrushing daily with the **toothpaste**.

UNABLE TO BRUSH EVERY DAY

- If you find toothbrushing tricky to do daily, simply add in other products.
- Use the **water additive** daily, so it’s always there when your pet needs it, and/or use the **sticks** on days that you miss brushing.

UNABLE TO OPEN YOUR PET’S MOUTH?

- Use the **water additive** or **sticks** daily.
- Both can be used together for maximum effect on dental plaque and tartar.

UPCOMING OR RECENT DENTAL SURGERY

- The **water additive** can be used at least one month before the procedure, as well as during the recovery period when the mouth is healing.