



Winter Newsletter

"You and Your Pets Are Part Of Our Family"

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January / February

© DENTAL MONTH SPECIAL ☺

*Dental Health and How it Affects your pet!

* Dental products



Dental Health Special



15% off Dental Procedures in January and February

This is a promotional discount that applies to dental procedures. It does not apply to specialized procedures such as root canals, root planing or any other unrelated procedures performed at the same time as the dentistry.



Your pet and their teeth!!!

Does your pet:

Have Bad Breath?
Yellow or brown build-up on their teeth?
Reddened gums just above the tooth?



Loss of appetite?
Difficulty eating or chewing?
Loose or missing teeth?

This is not normal!

1. **FACT:** Periodontal disease is the most prevalent disease among dogs and cats.
2. **FACT:** 80% of dogs and 70% of cats over age three will require dental care during their lifetime.
3. **FACT:** Out of 100 animals examined for oral health, 60% require prophylaxis
- ⇒ 4. **FACT: Dentistry is the single most important medical procedure we can provide to increase the length of your pets life!**

Bad breath or sore mouth is only a small portion of the problem. Bacteria can invade the body through the blood stream by gaining entrance into the oral lesions... this is called Bacteremia. If the bacteria get a chance to settle and reproduce in the lining of the heart or heart valves, a serious condition may result called Bacterial Endocarditis. Kidney damage and joint problems are a common sequel to bacterial invasion via the unhealthy oral cavity.

FICTION: Many Pet owners have the notion that the pet is "too old" to be anesthetized for dental procedures and elect to do nothing even in the presence of severe oral pathology. Anesthesia is the biggest barrier to providing appropriate dental care for pets of all ages, not just our **pet** senior citizens.

Contemporary anesthesia that is being done for pets today is much safer in several ways.

*Pre-anesthetic testing helps us to recognize those pets that are having functional problems that aren't yet recognizable at a clinical level, and allows for stabilization or further work-up as indicated.

*Monitoring has changed from watching to see if the pet is breathing to tracking pulse rate and quality, oxygen saturation, blood pressure, respiratory rate and electrical rhythm of the heart. When pets are being monitored appropriately it allows veterinarians and technicians to detect trends and initiate therapy to avoid anesthetic problems.

*Also, fluid therapy delivered by intravenous catheter during anesthesia to maintain blood pressure, ensuring that pets will go home with the same number of viable brain and kidney cells that they had before anesthesia.

Age is not a disease, and mature pets that are otherwise healthy are generally able to tolerate anesthesia for an elective procedure. There is a very small but real risk to your pet. **The question is** : whether the level of risk of anesthesia is appropriately measured against the damage to the pet's quality of life if it does not have a dental procedure.

Brushing their teeth.....



Tooth brushing doesn't happen overnight. It requires training, just like "sit," "stay" and "come." First, select a convenient time when you and your pet are both relaxed. For the first few days, simply hold your pet as you normally do when petting him/her. Gently stroke the outside of your pet's cheeks with your finger for a minute or two.

Then, after a few days, place a small amount of pet Toothpaste on your finger and let your pet sample the flavor. Pets love the flavors of **pet specific** Toothpastes, and soon will consider it a treat.

Next, introduce your pet to a Toothbrush or Fingerbrush. Place a small amount of pet Toothpaste on the brush and gently brush one tooth with a slow circular motion. Gradually increase the number of teeth brushed until you've built up to 30 seconds of brushing per side. It is important to reward your pet with a healthy treat and plenty of praise after every step of this process. Soon, both you and your pet will look forward to the time you spend together during this important health care procedure.

As with any other routine, it's best to begin a dental care program when pets are young puppies or kittens. Follow up home care with regular complete dental cleaning by your veterinarian.

Special diets...

Both Hills and Medi-Cal offer Dental diets for both dogs and cats.



These are specially formulated diets to reduce the accumulation of dental plaque and tartar, while providing a complete and balanced diet for the nutritional needs of adult dogs and cats.



Scientifically designed kibbles, with researched texture, shape and size encourage increased chewing, and mechanically help to scrub away dental plaque.

Also, tartar reducing ingredients (polyphosphates) in the Medi-Cal food lessen tartar formation by binding the calcium that naturally occurs in your pets saliva. These ingredients have been demonstrated to be effective in human oral health care field and are commonly found in human foods.

Look for Medi-Cal's "Dental Diet" or Hills TD for both cats and dogs in our food section. Be sure to consult with Dr. Taylor as to which will suit your pet best!

Other dental care products for your pet

CET Chews are beefhide treats to which an enzyme has been added that helps stop plaque from forming. PLUS the natural abrasion of rawhide chews help clean your dogs teeth. As simple as giving a daily treat, great tasting C.E.T. Oral Hygiene Chews feature the exclusive Dual-Enzyme System to remove plaque and prevents the buildup of harmful bacteria. The plaque-fighting enzymes and natural abrasive cleansing action of C.E.T. Chews help to keep breath fresh and teeth clean. Use C.E.T. Oral Hygiene Chews daily as a first step toward oral hygiene or on those days when brushing isn't possible.

C.E.T. Chews for Cats are soft, chewy treats to which dual enzymes have been added that helps stop plaque from forming. PLUS the natural abrasion of these treats help clean your cat's teeth. Fish Flavor. Made from freeze-dried, farm-raised catfish, then specially flavored and treated with the CET dual-enzyme oral health care system.

BreathaLyser Freshens breath, reduces tartar and no brushing.

• Safe and alcohol-free. Reduces, not just masks bad breath. Reduces tartar with daily use.

Convenient home care dental solution BreathaLyser is a powerful combination of natural ingredients with proven breath-freshening and odor reducing abilities. When provided in the correct, specific ration and amounts, along with other recognized dental hygiene ingredients, a synergistic, activity can be achieved.

Maxi-Guard® Oral Cleansing Gel - Veterinary dentistry's most user-friendly and effective oral cleanser and freshener for dogs, cats, horses and exotics. Offers the internationally patented compound, zinc ascorbate/taurine. Natural, safe for daily use, inexpensive, taste free, and provides good pet acceptance. Works with or without brushing. Maxi-Guard® may be applied to large dogs directly from the bottle applicator tip. Smaller pets, especially cats, may require, finger or swab application. Maxi-Guard® is concentrated. Apply a small quantity (pea size droplet) to each side of the mouth when treating cats.

