Protexin®
VETERINARY

Dental

Keeping your pet's teeth healthy



CLINICALLY PROVEN INGREDIENTS

PROTEXIN® BIOTICS

GOOD GUT HEALTH
✔PREBIOTICS
✔POSTBIOTICS

Your pet's teeth

Looking after your pet's teeth and mouth is an essential step in their care and even has wider effects to help keep your four-legged friend generally happy and healthy.

Let's start by taking a closer look at your pet's mouth. **Do you know how many teeth your pet has?**

	Baby (deciduous) teeth	Permanent teeth
Dog	28	42
Cat	26	30

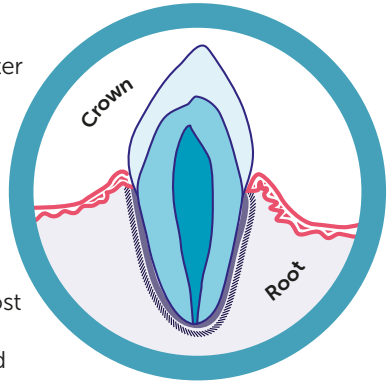




Oral health has been shown to impact other areas of the body such as the heart, kidneys, skin and liver.[1-10]

Zoom in on the structure of your pet's tooth

- **Enamel** – the hard, white and shiny outer covering of teeth.
- **Dentine** – sits underneath the enamel and protects the sensitive pulp.
- **Pulp** – the innermost layer of the tooth; contains nerves and blood vessels.
- **Cementum** – a thin, hard layer covering the tooth root.
- **Periodontal ligament** – connects the tooth to the jawbone and holds it in place.
- **Alveolar bone** – the bone that surrounds the tooth and keeps it in place.



Under the microscope

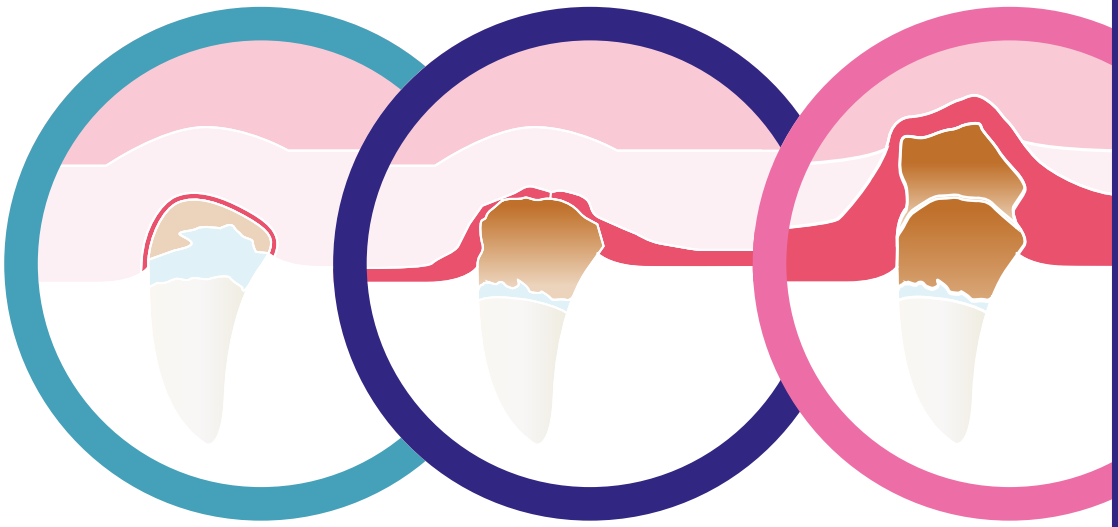
- Your pet's mouth contains a unique population of micro-organisms (mostly bacteria) known as **the oral microbiome.**[11-15]
- An imbalance of the oral microbiome, known as **dysbiosis, can contribute to dental conditions.**[11]
- A healthy oral microbiome **helps to limit the growth of certain types of bacteria** that can potentially cause oral health issues.[14,16]
- Some dental products, such as **Protexin PlaqEase®, can help support a healthy oral microbiome.**



Why it's important to look after your pet's teeth

Studies show that poor oral health can lead to dental problems which may impact your pet's wellbeing.[16-18]

More than
1 in 10 dogs and cats
are diagnosed with periodontal disease every year. Many more are likely unnoticed.[18-31]



Plaque build-up

Plaque is a clear, sticky film which forms over the teeth. It is made up of bacteria, saliva and food particles. It can be removed by brushing the teeth.

Tartar (calculus) formation

If plaque is not removed regularly, it hardens into tartar. Tartar is a brown, hard substance which coats the teeth. You cannot remove tartar by brushing your pet's teeth.

Poor oral hygiene

If left unmanaged, plaque and tartar will continue to build on your pet's teeth and can affect surrounding structures like the gums. This can have significant consequences for their oral health.

Managing plaque is important for dental health.

Up to
90% of dogs
by 1 year of age

and

70% of cats
by 3 years old

show signs of changes in teeth and gums.[19-30]

Nearly half
of owners report bad breath in their dogs.[23]

Tips to help keep your pet's teeth healthy

Managing plaque build-up is important for helping to keep your pet's mouth happy.

Here are some things you can try:

Regular toothbrushing

Brushing your pet's teeth regularly (ideally daily) is the best way to look after their teeth. It removes plaque, helping to prevent excess build-up and tartar formation.

1 in 4 owners
have difficulty examining their dog's teeth.[23]

Get your pet's teeth checked regularly

Your pet's mouth should be checked at least once a year by a vet or vet nurse to maintain good oral health. You can also help keep their teeth clean with other options such as food supplements (e.g. Protexin PlaqEase), dental chews and toys, dental diets and more. It is always best to use products recommended by your veterinary team.



How to brush your pet's teeth



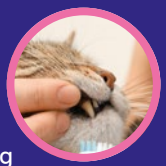
Always use a pet-friendly toothpaste; human toothpaste can be toxic for pets.

Ideally start when your pet is young – it is never too late, though.

Start slowly...



1. Offer your pet some toothpaste to help them get used to the taste (pet toothpaste is usually meat-flavoured).



2. Gently stroke around your pet's mouth and rub along their gums so touching their mouth becomes normal.



3. Once they are comfortable with this you can try using a finger brush to gently brush your pet's teeth.



4. You can then progress to a longer handle to help you reach the back teeth more easily if they will allow it.

Take this slowly – it may take several weeks – and **give your pet lots of rewards.**

Some pets may not let you brush their teeth. **Always keep yourself safe!**

If you can't brush your pet's teeth there are other options you can try, including new products which support a healthy mouth and a happy oral microbiome, such as **Protexin PlaqEase**.



Protexin PlaqEase®

Supports a healthy mouth and a happy oral and gut microbiome

- Helps control plaque
- Manages tartar build-up
- Reduces bad breath
- Supports a healthy oral microbiome

Contains:

Protexin Biotics

Our Protexin Biotics have been expertly developed to support a healthy microbiome.

PROTEXIN® BIOTICS
GOOD GUT HEALTH
✓PREBIOTICS
✓POSTBIOTICS

Postbiotic – inactivated *Lactiplantibacillus plantarum* CECT 9161 (PRIOME® OC) shown to help:[32,33]

- Reduce dental plaque in dogs.
- Support the oral microbiome.

Postbiotic – MOS and beta-glucans to support the innate immune system.[34-45]

Prebiotic – Fibersol-2®, to support the gut microbiome.[46]

Vitamin C

- Needed to make collagen, important for gum health.[57-59]

Kelp (*Ascophyllum nodosum*), shown to:[47-56]

- Help lower the levels of the compounds that cause oral odour.
- Help reduce plaque and manage tartar build-up.
- Support healthy gums.
- Contribute to the body's natural immune responses.

How to give

Just add Protexin PlaqEase to your pet's food every day. You can sprinkle the flavoured powder on top of your pet's food or mix it in. Scoop included.



Weight	Daily amount
Less than 10kg	1 measure
10-20kg	2 measures
20-30kg	3 measures
More than 30kg	4 measures

Artificial chicken flavouring – suitable for pets with meat protein allergies.

Protexin PlaqEase works best when used on a long-term basis. Shake before use. Ensure fresh water is available at all times.

Protexin PlaqEase is naturally high in iodine so should be used with caution in animals with thyroid conditions.





Home Tester Club

From a survey of 102 dog owners who tried Protexin PlaqEase.[60]

82% trust that **Protexin PlaqEase supports their dog's dental health** after just 4 weeks of use

87% agree their dog **enjoyed the taste of Protexin PlaqEase**

84% of owners saw an **improvement in unpleasant breath** after just 4 weeks of use

79% agree that **Protexin PlaqEase helps them to easily maintain a home dental care routine** for their dog

Amazing product!

"Protexin Veterinary Dental Powder is a game changer. My rescue dog has never liked me doing oral hygiene on him and I only wish we had this powder sooner! It's improved his overall dental health, his breath is fresher and his teeth look cleaner. Really easy product to use and clear instructions."

Shannon

★★★★★



A brand you can trust

After testing Protexin PlaqEase,

85% agree

Protexin Veterinary is a brand they can trust.





Scan here **for more information on Protexin PlaqEase and dental care** or visit: **www.protexinvet.com/dentalcare**

Scan here for a **full reference list** or visit: **www.protexinvet.com/plaqease-refs**

PlaqEase® and Protexin® are registered trademarks of ADM Protexin Limited. PRIOME® is a trademark of ADM International Sàrl in the EU and other countries. Fibersol® is a registered trademark of Matsutani Chemical Industry Co. Ltd. All rights reserved.

Manufactured by ADM Protexin Ltd. Lopen Head, Somerset, TA13 5JH, United Kingdom protexinvet.com +44 (0)1460 243230

Distributed by
ADM Group Australia Pty Ltd,
Suite 1, 10A Julius Ave,
North Ryde 2113 NSW Australia
+61 2 8879 4888 anz@protexin.com
protexinvet.com/anz

Protexin®
VETERINARY