

February is National Dental Health Awareness Month!

Despite **60-70% of dogs and cats over the age of 3 already having dental disease** (plaque/tartar accumulation), it is still one of the most forgotten parts of health care for pets. Unfortunately, dental disease can lead to more health concerns than just bad breath and loose teeth (heart disease, kidney disease, etc.). Dental disease can affect long term health and overall quality of life.

For these reasons, February has been named National Dental Health Awareness Month. While we always encourage dental health, we are taking this opportunity to help educate and encourage everyone to start an at home dental care program.

Note: Dental procedures (professional cleanings) are available (after assessment by your veterinarian), but if we can avoid ever having to anesthetize for this, we're okay with that! It's easier on your pets long term and certainly easier on your pocketbook!

We are challenging everyone to see who can develop the best at home dental care program for their dogs and cats.

We have helpful handouts on our website or by request that discuss:

- General dental care (elaborating on why it's **SO** important).
- How to introduce your pet to tooth brushing. Remember, it's all about baby steps! Keep it positive & stay consistent!
- A list of dental products that have been proven to help with dental care. A lot of products make claims for dental care, but they may or may not be effective. These specific products (brand, variety, and type is very important) have been proven to be effective.



There is a 3 month log to track your at home dental program. This is available on our website or by request. Please be honest and please be specific. We are asking owners to check each box for each day that a specific dental care tactic has been accomplished. We want to see what can be achieved over the next three months (February, March and April).

We will be asking everyone to return these logs between May 1st and May 13th.

PRIZES will be awarded to the person that is able to accomplish:

- Most consecutive days of some form of at home dental care
- Most consecutive days of tooth brushing
- Most overall days of tooth brushing
- Most overall days of at home dental care

If interested in participating, please utilize the log and track everything. Review the handouts for general information.

To help you out, **we will also be giving out free tooth brushes** to any client that requests one for this challenge. Just come on in for your free tooth brush.

If interested, please note that we do carry some of the recommended dental products and have some “yummy” poultry-flavored tooth paste for sale to help with the process, as well.

Let's work together to make our pets' mouths healthier!

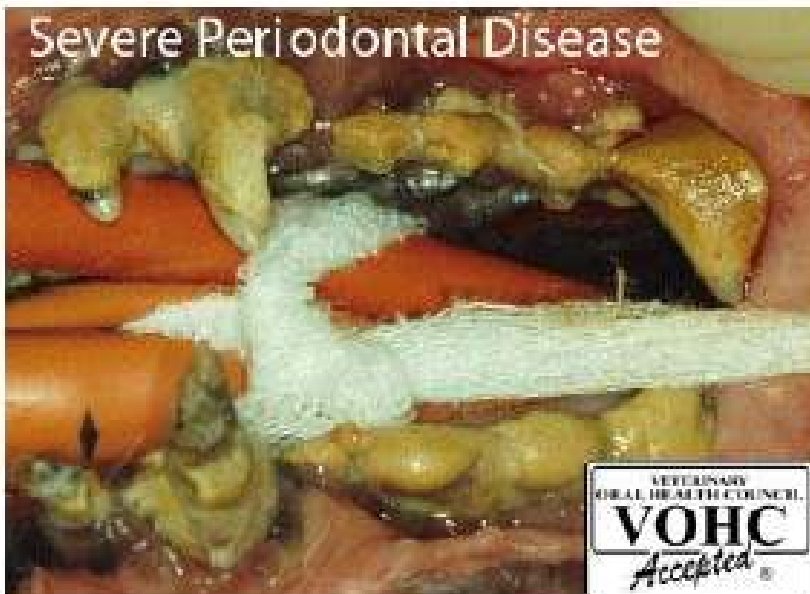
*** * * www.pcckuna.com * * ***

Periodontal Disease (Gum Disease) is the Most Common Disease Occurring in Pet Dogs and Cats



Normal
or

Diseased?



You make
the choice
for your
pet!

Cause

The cause of gum disease is the same in cats and dogs as it is in people.

Gum disease is an infection resulting from build-up of soft dental plaque on the surfaces of the teeth around the gums. The bacteria in dental plaque irritate the gum tissue if plaque is allowed to accumulate, which often leads to infection in the bone surrounding the teeth.

Hard dental tartar (calculus) consists of calcium salts from saliva deposited on plaque. Tartar starts to form within a few days on a tooth surface that is not kept clean, and provides a rough surface that enhances further plaque accumulation. Once it has begun to grow in thickness, tartar is difficult to remove without dental instruments.

Effects (it's not just bad breath)

Bad breath is the most common effect noted by owners. However, this is often only the tip of the iceberg.

The gums become irritated, leading to bleeding and oral pain, and your cat or dog may lose its appetite or drop food from its mouth while eating.

The roots may become so severely affected that some teeth become loose and fall out.

Bacteria surrounding the roots gain access to the blood stream ("bacteremia"). Studies have shown that dogs with severe periodontal disease have more severe microscopic damage in their kidneys, heart muscle and liver than do dogs with less severe periodontal disease.

Management

The key to management of gum disease (for humans or pets!) is prevention. As long as the surfaces of the teeth are cleaned frequently, the gums will stay healthy.

Excellent oral health is maintained by daily oral hygiene. The gold standard is brushing. Daily chewing activities can also be effective in maintaining oral health.

Daily use of products that have been awarded the VOHC Seal will help to keep your pet's teeth clean and the gum tissues and bone around the roots healthy.

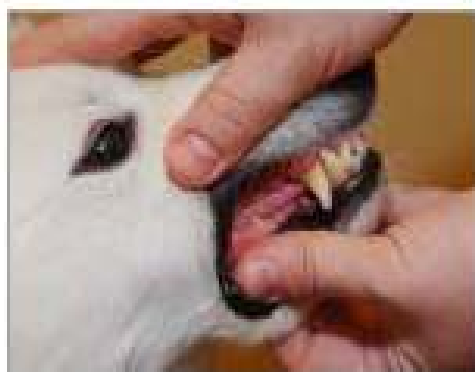
VOHC recommends periodic veterinary examination of the mouth and teeth of your dog or cat. Many pets, particularly middle-aged and older cats and dogs, require periodic professional scaling in addition to on-going plaque control.

How to brush your pet's teeth

Just like in humans, dental care is an important part of your pet's overall health. Here's a step-by-step guide to keeping those chompers sparkling white at home.

1 Start brushing your pet's teeth early—8 to 12 weeks old is best. If you brush every day, your pet will become familiar with the routine when their permanent teeth erupt. Please note: You may need to stop brushing while your pet loses her baby teeth. Her mouth will be a bit sore and handling may cause more pain. Continue once all permanent teeth come in.

2 Work with your pet's mouth. Be patient and make it fun. Use love and praise, and try to practice at the same time each day to establish a routine. Choose a quiet time, such as late in the evening. Or, if your pet is highly motivated by food, try just before dinner so she'll be rewarded for her cooperation.



with low-sodium chicken or beef bouillon for dogs and tuna juice for cats in your pet's mouth and she'll begin to look forward to these sessions.



3 Handle your pet's muzzle and touch her lips. Work up to rubbing the teeth and gums with your finger. Put a few drops of water flavored

4 Rub the teeth gently with a bouillon- or tuna-flavored washcloth or a piece of gauze wrapped around the end of your finger.



5 Finally, use a finger brush or a soft veterinary or human toothbrush to brush the teeth using the bouillon water or tuna juice. Hold the brush at a 45-degree angle to the tooth and brush gently back and forth or in a circular pattern from gum to tip. Brushing the tongue side of the teeth is less critical, but still good. Offer rewards and treats when your pet allows you to brush.

6 Consider other dental aids. A large selection of veterinary toothpastes, oral rinses, and gels are available to you. Our veterinary team can help you select the right one for you and your pet. These products all enhance your home care program, but daily brushing is best. Avoid human toothpaste because fluoride and detergents can be harmful if swallowed. Hydrogen peroxide can be harsh on the gums and shouldn't be swallowed either. Baking soda has a high sodium content and should be avoided in older pets.

7 Pick kibble and rubber chew toys that will help keep the teeth clean. Avoid natural bones, which are hard enough to fracture teeth. Our veterinary team can recommend a complete and balanced professional diet to use at feeding time and as a treat.

VOHC® Accepted Products for Dogs

This list was last updated in November 2016. Browse to http://www.vohc.org/accepted_products.htm to obtain the most up-to-date list.

To access the manufacturer's web page for additional information about these products, press Ctrl/click on the Product Name if it is shown in blue-underlined font.

Name of Product	Type of Product	VOHC Claim	Company	Available from #	Year Awarded the Seal
Prescription Diet® Canine t/d®: Original Bites	Diet	Plaque, Tartar	Hill's Pet Nutrition	Veterinary	1998
Prescription Diet® Canine t/d®: Small Bites	Diet	Plaque, Tartar	Hill's Pet Nutrition	Veterinary	1998
Science Diet® Oral Care for Dogs	Diet	Plaque, Tartar	Hill's Pet Nutrition	Consumer & Veterinary	2001
Iams® Chunk Dental Defense Diet for Dogs	Diet	Tartar	IAMS Company	Consumer & Veterinary	2003
Eukanuba® Adult Maintenance Diet for Dogs	Diet	Tartar	IAMS Company	Consumer & Veterinary	2003
Purina Pro Plan Veterinary Diets (PPVD) DH Canine Formula dry_dog food	Diet	Tartar	Nestle Purina Petcare	Veterinary	2006
Purina Pro Plan Veterinary Diets (PPVD) DH Small Bites Canine Formula dry dog food	Diet	Tartar	Nestle Purina Petcare	Veterinary	2006
Purina Busy HeartyHide Chew Treats	Rawhide Chew **	Tartar	Nestle Purina Petcare	Consumer	2006
Purina Pro Plan Veterinary Diets (PPVD) Dental Chewz™ Dog Treats	Rawhide Chew **	Tartar	Nestle Purina Petcare	Veterinary	2006

Continued on next page

Tartar Shield Soft Rawhide Chews for Dogs	Edible Treat **	Tartar	Therametric Technology	Veterinary	2007
Canine Greenies® - all sizes	Edible Treat **	Plaque, Tartar	Nutro-Greenies	Consumer & Veterinary	2007
Canine Greenies® Weight Management, all sizes	Edible Treat **	Plaque, Tartar	Nutro-Greenies	Consumer & Veterinary	2008
Canine Greenies® Senior, all sizes	Edible Treat **	Plaque, Tartar	Nutro-Greenies	Consumer & Veterinary	2008
Greenies® Veterinary Formula Canine Dental Chews	Edible Treat **	Plaque, Tartar	Nutro-Greenies	Veterinary	2011
Canine Greenies® Hip and Joint Care Chews, all sizes	Edible Treat **	Plaque & Tartar	Nutro-Greenies	Consumer & Veterinary	2014
Canine Greenies® Canine Grain Free Dental Chews	Edible Treat **	Plaque & Tartar	Nutro Greenies	Consumer & Veterinary	2014
HealthDent®, Bright Bites and Checkups Chews for Dogs	Edible Treat **	Plaque, Tartar	Sugar Creek, Diamond Foods	Consumer & Veterinary	2008
Virbac CFT® VeggieDent® Chews for Dogs, all sizes	Edible Treat **	Tartar	Virbac Animal Health	Veterinary	2013
Improved Milk-Bone Brushing Chews for Dogs	Edible Treat **	Tartar	Big Heart Pet Brands	Consumer & Veterinary	2014
VetIQ Minties Medium Dog Dental Treat	Edible Treat **	Tartar	TruRx	Consumer	2014
Merial OraVet Dental Hygiene Chews for Dogs	Edible Treat **	Tartar	Merial, Ltd.	Veterinarian	2016
Hill's Science Diet Canine Oral Care Chews (available early 2017)	Edible Treat **	Plaque and Tartar	Hill's Pet Nutrition, Inc.	Consumer	2016
Hill's Prescription Diet Canine Dental Care Chews	Edible Treat **	Plaque and Tartar	Hill's Pet Nutrition, Inc.	Veterinarian	2016
Dog::ESSENTIAL™ healthymouth™ anti-plaque water additive	Water Additive - several flavors	Plaque	Healthymouth	Consumer & Veterinary	2008
Dog::ESSENTIAL™ healthymouth™ anti-plaque gel	Oral Gel	Plaque	Healthymouth	Consumer & Veterinary	2011

Continued on next page

Dog::ESSENTIAL™ healthymouth™ anti-plaque oral spray	Oral Spray	Plaque	Healthymouth	Consumer & Veterinary	2011
Dog::ESSENTIAL™ healthymouth™ anti-plaque water additive - Mobility Formulation	Water Additive	Plaque	Healthymouth	Consumer & Veterinary	2014
Dog::ESSENTIAL™ healthymouth™ Gel and Brush Combination	Toothpaste and Brush – several flavors	Plaque	Healthymouth	Consumer & Veterinary	2015
Dog::ESSENTIAL™ healthymouth™ Anti-Plaque Daily Topical Wipes for Dogs	Wipes for teeth	Plaque	Healthymouth	Consumer & Veterinary	2016
PetSmile by Supersmile toothpaste	Toothpaste	Plaque	SuperSmile (Robell Res)	Consumer & Veterinary	2011
SANOS Dental Sealant (for professional use only)	Dental Sealant	Plaque, Tartar	ALLacem	Veterinary	2011
ADA-compliant soft-bristle, flat head toothbrush	Toothbrush	Plaque, Tartar	(Various)	Consumer	2014
Pictura Oral Care Gel	Oral Gcl	Tartar	Lifcs2Good	Consumer & Veterinary	2015

Available from: Consumer = Available at Pet stores or Supermarkets, and some Veterinary Hospitals.
Veterinary = Available exclusively at Veterinary Hospitals or Clinics,

**** For Chew and Treat Products, be sure to feed the right size – check the package for the right weight range!**

VOHC® Accepted Products for Cats

This list was last updated in December 2016. Browse to http://www.vohc.org/accepted_products.htm to obtain the most up-to-date list.

To access the manufacturer's web page for additional information about these products, press Ctrl/click on the Product Name if it is shown in blue-underlined font.

Name of Product as Marketed	Type of Product	VOHC Claim	Company	Available From ##	Year Awarded the Seal
<u>Prescription Diet Feline t/d ®</u>	Diet	Plaque & Tartar	Hill's Pet Nutrition	Veterinary	2001
<u>Science Diet ® Oral Care for Cats</u>	Diet	Plaque & Tartar	Hill's Pet Nutrition	Consumer & Veterinary	2001
<u>Purina Pro Plan Veterinary Diets (PPVD) DH Feline Formula dry cat food</u>	Diet	Plaque & Tartar	Nestle Purina PetCare	Veterinary	2006
Royal Canin Feline Dental Diet	Diet	Plaque	Royal Canin	Veterinary	2014
Cat::ESSENTIAL™ healthymouth™ anti-plaque water additive	Water additive, several flavors	Plaque	HealthyMouth LLC.	Consumer & Veterinary	2011
Cat::ESSENTIAL™ healthymouth™ anti-plaque gel	Oral gel	Plaque	HealthyMouth LLC.	Consumer & Veterinary	2011
Cat::ESSENTIAL™ healthymouth™ anti-plaque spray	Oral spray	Plaque	HealthyMouth LLC.	Consumer & Veterinary	2011
Cat::ESSENTIAL™ healthymouth™ Gel and Brush Combination	Toothpaste and Brush, several flavors	Plaque	HealthyMouth LLC	Consumer & Veterinary	2015

Cat::ESSENTIAL™ healthymouth™ Anti-Plaque Daily Topical Wipes for Cats	Wipe cloth	Plaque	Healthymouth LLC	Consumer & Veterinary	2016
Feline Greenies® Feline Dental Treats	Edible Treat	Tartar	Nutro/Greenies Company	Consumer & Veterinary	2005
Purina Pro Plan Dental Crunch Cat Snacks (two flavors) Also marketed as Purina DentalLife Daily Oral Care Cat Treats (two flavors)	Edible Treat	Tartar	Nestle-Purina PetCare Company	Consumer & Veterinary	2016
##Available from: Consumer = Available at Pet stores or Supermarkets, and some Veterinary Hospitals. Veterinary = Exclusively available at Veterinary Hospitals and Clinics					

Dental Log for: _____ for the month of: **February**

Owner Name: _____

		Brushing Teeth	Dental Treat/Chew	Chew Toy	Water Additive	Oral Gel	Oral Spray	Other (please specify)
Wednesday	2/1/2017							
Thursday	2/2/2017							
Friday	2/3/2017							
Saturday	2/4/2017							
Sunday	2/5/2017							
Monday	2/6/2017							
Tuesday	2/7/2017							
Wednesday	2/8/2017							
Thursday	2/9/2017							
Friday	2/10/2017							
Saturday	2/11/2017							
Sunday	2/12/2017							
Monday	2/13/2017							
Tuesday	2/14/2017							
Wednesday	2/15/2017							
Thursday	2/16/2017							
Friday	2/17/2017							
Saturday	2/18/2017							
Sunday	2/19/2017							
Monday	2/20/2017							
Tuesday	2/21/2017							
Wednesday	2/22/2017							
Thursday	2/23/2017							
Friday	2/24/2017							
Saturday	2/25/2017							
Sunday	2/26/2017							
Monday	2/27/2017							
Tuesday	2/28/2017							

Dental Treat(s)/Chew(s) (be specific):

Types of Chew Toys (be specific):

Brand of Water Additive:

Brand of Oral Gel:

Brand of Oral Spray:

--

Dental Log for: _____ for the month of: March

Owner Name: _____

		Brushing Teeth	Dental Treat/Chew	Chew Toy	Water Additive	Oral Gel	Oral Spray	Other (please specify)
Wednesday	3/1/2017							
Thursday	3/2/2017							
Friday	3/3/2017							
Saturday	3/4/2017							
Sunday	3/5/2017							
Monday	3/6/2017							
Tuesday	3/7/2017							
Wednesday	3/8/2017							
Thursday	3/9/2017							
Friday	3/10/2017							
Saturday	3/11/2017							
Sunday	3/12/2017							
Monday	3/13/2017							
Tuesday	3/14/2017							
Wednesday	3/15/2017							
Thursday	3/16/2017							
Friday	3/17/2017							
Saturday	3/18/2017							
Sunday	3/19/2017							
Monday	3/20/2017							
Tuesday	3/21/2017							
Wednesday	3/22/2017							
Thursday	3/23/2017							
Friday	3/24/2017							
Saturday	3/25/2017							
Sunday	3/26/2017							
Monday	3/27/2017							
Tuesday	3/28/2017							
Wednesday	3/29/2017							
Thursday	3/30/2017							
Friday	3/31/2017							

Dental Treat(s)/Chew(s) (be specific):

Types of Chew Toys (be specific):

Brand of Water Additive:

Brand of Oral Gel:

Brand of Oral Spray:

Dental Log for: _____ for the month of: **April**

Owner Name: _____

	Brushing Teeth	Dental Treat/Chew	Chew Toy	Water Additive	Oral Gel	Oral Spray	Other (please specify)
Saturday 4/1/2017							
Sunday 4/2/2017							
Monday 4/3/2017							
Tuesday 4/4/2017							
Wednesday 4/5/2017							
Thursday 4/6/2017							
Friday 4/7/2017							
Saturday 4/8/2017							
Sunday 4/9/2017							
Monday 4/10/2017							
Tuesday 4/11/2017							
Wednesday 4/12/2017							
Thursday 4/13/2017							
Friday 4/14/2017							
Saturday 4/15/2017							
Sunday 4/16/2017							
Monday 4/17/2017							
Tuesday 4/18/2017							
Wednesday 4/19/2017							
Thursday 4/20/2017							
Friday 4/21/2017							
Saturday 4/22/2017							
Sunday 4/23/2017							
Monday 4/24/2017							
Tuesday 4/25/2017							
Wednesday 4/26/2017							
Thursday 4/27/2017							
Friday 4/28/2017							
Saturday 4/29/2017							
Sunday 4/30/2017							

Dental Treat(s)/Chew(s) (be specific):

Types of Chew Toys (be specific):

Brand of Water Additive:

--

Brand of Oral Gel:

--

Brand of Oral Spray: