

C.E.T.[®]
HOME DENTAL CARE

dental care
EXPERTS

Clean every tooth with C.E.T.[®] Brand products.

Professional-grade
dental care
at home daily.

Ask about
C.E.T.[®] Brand products
for successful at-home care.
us.virbac.com



References: 1. State of pet health 2016 report. Banfield Pet Hospital website. <http://www.stateofpethealth.com>. Accessed January 17, 2018. 2. Periodontal disease. American Veterinary Dental College website. <https://www.avdc.org/periodontaldisease.html>. Accessed August 16, 2017. 3. Niemiec BA, Gawor J, Nervec A, et al. World Small Animal Veterinary Association Global Dental Guidelines. <http://www.wsava.org/guidelines/global-dental-guidelines>. Accessed January 10, 2018. 4. Clarke DE, Kelman M, Perkins N. Effectiveness of a vegetable dental chew on periodontal disease parameters in toy breed dogs. *J Vet Dent*. 2011;28(4):230–235. 5. Data on file. Virbac Corporation. 6. Data on file. Virbac ZOI study, 2002. Virbac Corporation. 7. Data on file. Comparative palatability of 2 dental chews designed to fight plaque and calculus in dogs: C.E.T.[®] HEXtra[®] Chews (Virbac Corp., USA) and DentaHex[®] chews (Vetoquinol, USA). Virbac Corporation.

Virbac

Shaping the future of animal health

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C.E.T.[®]
HOME DENTAL CARE



**CLEAN.
EVERY.
TOOTH.**

That's C.E.T.[®] Brand products.
Professional-grade dental care
you can do at home.

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Dental disease is the most common disease in dogs and cats and can have serious consequences^{1,2}

DENTAL DISEASE AFFECTS¹:


76%
of dogs


68%
of cats

HOW IT STARTS

- Bacteria in the mouth called plaque sticks to the surface of the teeth
- Over time, minerals in saliva harden plaque into tartar²

SERIOUS PROBLEMS CAN OCCUR

- The buildup of plaque and tartar can lead to²:
 - Inflammation and reddening of the gums
 - Loss of bone and soft tissue around the teeth
 - Tooth loss

Since 2006, dental disease in dogs and cats has increased by


23%¹



HOW QUICKLY PLAQUE AND TARTAR FORM³:

PLAQUE:
24
HOURS

TARTAR:
3
DAYS

SWOLLEN GUMS:
2
WEEKS

SIGNS OF DENTAL DISEASE INCLUDE^{2,3}:



Bad breath



Red or swollen gums



Mouth pain



Loss of appetite



Loss of teeth



Infection

LEFT UNTREATED, DENTAL DISEASE CAN RESULT IN³:

- Worsening pain
- Shorter life expectancy

Year-round dental care, both at home and in your veterinarian's office, can help prevent or slow the progression of dental disease.¹



C.E.T.[®] Brand daily chews reduce plaque and tartar while freshening breath

C.E.T.[®] VeggieDent[®] Tartar Control Chews for Dogs



Unique Z-shape is easy for dogs to hold and increases chewing time and plaque control



WHEN GIVEN ONCE DAILY, CLINICALLY PROVEN TO⁴:

Reduce tartar by

70%⁴

Reduce plaque by

37%⁴

Freshen breath



PLANT-BASED ALTERNATIVE to rawhide chews—free of animal protein and wheat gluten



NON-GMO corn used
NO ARTIFICIAL INGREDIENTS



PALATABLE



20% FEWER CALORIES^{5*}

*Compared to GREENIES[™] Dental Treats

1 C.E.T.[®] BRAND CHEW A DAY

is the easiest way to help reduce plaque and tartar.

C.E.T.[®] Enzymatic Oral Hygiene Chews for Dogs



Combines plaque reduction with an abrasive feature to help keep teeth clean and breath fresh

C.E.T.[®] HEXtra[®] Premium Chews for Dogs



UNIQUE CLEANSING SYSTEM helps reduce plaque and calculus



Starts working within **2 MINUTES⁶**



7 TIMES more likely to be eaten by dogs^{7†}

C.E.T.[®] Oral Hygiene Chews for Cats



Exclusive dual-enzyme system with a freeze-dried fish component combines a natural antiseptic plus an abrasive texture that works to reduce plaque and loosen tartar

†Compared to DENTAHEX[®] Oral Care Chews

Brushing solutions to help clean every tooth

C.E.T.® Enzymatic Toothpaste for Dogs and Cats



- Clinically proven to reduce plaque and freshen breath
- Available in 5 great-tasting flavors
- Safe for pets to swallow



C.E.T.® Toothbrushes



- Specifically designed for dogs and cats
- Smaller head and reverse angle designed for easy at-home care

C.E.T.® TOOTHBRUSHES AND TOOTHPASTE

C.E.T.® Oral Hygiene Kits for Dogs and Cats



- Complete starter dental care kit to use at home
- Contains C.E.T.® Fingerbrush or C.E.T.® Dual-Ended Toothbrush and C.E.T.® Enzymatic Toothpaste‡

Daily toothbrushing is the best way to maintain your pet's dental health at home.

‡Poultry-flavored for dogs and poultry- or seafood-flavored for cats

