

new

# C.E.T.<sup>®</sup> VEGGIEDENT<sup>®</sup>

Tartar Control  
Chews for Dogs **FR3SH<sup>®</sup>**

**A new way to freshen breath  
and support proper digestion**

**CLEANSE** Addresses oral causes of bad breath

**FRESHEN** Freshens breath with every chew

**BALANCE** Helps support proper digestion

Ask your veterinarian how  
**C.E.T.<sup>®</sup> VEGGIEDENT<sup>®</sup> FR3SH<sup>®</sup>**  
**Tartar Control Chews for Dogs**  
can become part of your dog's daily routine.

**References:** 1. Data on file, Kynetec market research, 2016. Virbac Corporation. 2. Niemiec BA, Gawor J, Nemeč A, et al. World Small Animal Veterinary Association Global Dental Guidelines. <http://www.wsava.org/guidelines/global-dental-guidelines>. Accessed April 12, 2018. 3. Periodontal disease. American Veterinary Dental College website. <https://www.avdc.org/periodontaldisease.html>. Accessed August 16, 2017. 4. State of pet health 2016 report. Banfield Pet Hospital website. <http://www.stateofpethealth.com>. Accessed January 17, 2018. 5. Chala V, Chaix G, Navarro C, Espuna G. Evaluation of breath freshening effect in dogs following chew administration: an open field trial. In: Proceedings from the European Veterinary Conference Voorjaarsdagen; April 11–18, 2018; The Hague, Netherlands. 6. Flickinger EA, Schreijen EMWC, Pabí AR, et al. Nutrient digestibilities, microbial populations, and protein catabolites as affected by fructan supplementation of dog diets. *J Anim Sci* 2003;81:2008–2018. 7. Chaix G, Lloret F. Palatability in dogs of a new vegetable dental chew (VeggieDent<sup>®</sup> FR3SH<sup>™</sup>) which helps to reduce plaque and calculus formation and helps to maintain a healthy and fresh breath. In: Proceedings from the 27th European Veterinary Dental Forum; May 31–June 2, 2018; Innsbruck, Austria. 8. 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.

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Shaping the future of animal health

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new C.E.T.<sup>®</sup>  
**VEGGIEDENT<sup>®</sup>**  
Tartar Control  
Chews for Dogs **FR3SH<sup>®</sup>**

## A Healthy Solution for FRESH BREATH and MORE

Target bad breath while  
supporting proper digestion



dental care  
EXPERTS



Virbac

Shaping the future of animal health

# Don't let bad breath come between you and your dog

## HOW COMMON IS BAD BREATH?

**74%** OF PET OWNERS complain about their dog's bad breath<sup>1</sup>

Bad breath is more than just a nuisance. It can disrupt the close bond between you and your dog. It can also signal a more serious problem such as dental disease. In fact, bad breath is a common sign of dental disease.<sup>2,3</sup>

## OTHER SIGNS OF DENTAL DISEASE<sup>2,3</sup>



## DENTAL DISEASE HAS BEEN LINKED WITH SERIOUS HEALTH ISSUES THROUGHOUT THE BODY<sup>2</sup>



HEART DISEASE



RENAL ISSUES



RESPIRATORY PROBLEMS



DIABETES MELLITUS

## RECOGNIZING DENTAL DISEASE

Plaque buildup on the teeth and bacteria in the mouth contribute to the development of dental disease.



**76%** OF DOGS have dental disease<sup>4</sup>

## HOW QUICKLY PLAQUE AND TARTAR FORM<sup>2</sup>

PLAQUE  
**24**  
HOURS

TARTAR  
**3**  
DAYS

SWOLLEN GUMS  
**2**  
WEEKS





Introducing

# C.E.T.<sup>®</sup> VEGGIEDENT<sup>®</sup> FR3SH<sup>®</sup> Tartar Control Chews for Dogs

Now there's a dental chew that  
delivers fresh breath and more.

UNIQUELY TARGETS BAD BREATH WHILE  
SUPPORTING PROPER DIGESTION



**1 CLEANSE**  
Addresses oral  
causes of bad breath

**2 FRESHEN**  
Freshens breath  
with every chew

**3 BALANCE**  
Supports proper  
digestion

FRESHER BREATH NOTICED BY PET OWNERS

Freshens breath from day 1 and beyond<sup>5</sup>



- Significant improvement from Day 1
- Continued improvement with daily use

Improvement of bad breath was perceived by

**9** *out of* **10** PET OWNERS<sup>5</sup>

PROMOTE GUT HEALTH<sup>6</sup>

Contains a prebiotic known to:

- SUPPORT PROPER DIGESTION ▶
- HELP MAINTAIN INTESTINAL WELL-BEING ▶



A TASTE DOGS LOVE<sup>7</sup>

**100%**  
ACCEPTANCE

**92%**  
OF DOGS consumed  
the entire chew

## Other great features you and your dog will love

### HEALTHY FORMULA



Plant-based, no meat ingredients, gluten-free, and easily digestible



Non-GMO corn used, no artificial ingredients or chemicals, and moderate in calories



A unique Z-shape allows it to scrape away tartar in hard-to-reach places

**JUST ONE CHEW DAILY**  
reduces tartar and plaque<sup>®</sup>



## Make dental chews a part of your dog's daily routine

### EXPERTS RECOMMEND



**Professional teeth cleaning**  
at your veterinarian's office



**Daily tooth brushing** using  
specialized paste and brushes



**Daily chews** for plaque  
and tartar control

Ask your veterinarian about  
C.E.T.<sup>®</sup> Brand toothpaste  
and toothbrushes to further  
support your dog's at-home  
dental routine.

