

new

# VEGGIEDENT<sup>®</sup>

## FR3SH<sup>™</sup>

# Not *just* FRESH. HEALTHY, too.

*So you can stay closer for longer.*



1

2

3



dental care  
EXPERTS



Shaping the future of animal health

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

Bad breath can often be a barrier between you and your dog, reducing the amount of personal and social interactions, and disrupting the close bond you've worked so hard to maintain.

## How common is bad breath?

**2** *out of* **3** **DOG OWNERS** have at least one dog with bad breath.<sup>1</sup>

Bad breath can be a sign of deeper health concerns, such as:

### ISSUES WITH TEETH AND GUMS

plaque build-up on the teeth and bacteria in the mouth can cause serious dental problems<sup>2</sup>



PLAQUE



BACTERIA

### ISSUES IN OTHER PARTS OF THE BODY

for example, the heart, lungs, pancreas, liver, kidneys, or an unhealthy digestive system<sup>3</sup>



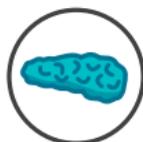
DIGESTIVE



KIDNEYS



LUNGS



PANCREAS

# How to beat bad breath



The good news is that bad breath is avoidable through the dual approach of veterinarian treatment and at-home care.<sup>4</sup>

1



## Professional teeth cleaning

A veterinarian can help remove plaque from your dog's teeth, providing a platform for ongoing preventative dental care.

2



## At-home care



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



**Chews** that are specially designed to remove plaque, strengthen the jaw, and stimulate the production of saliva, which is important for good oral health



**Water additives** are an easy way to help control plaque at home

Talk to your veterinarian about a plan that's right for you and your dog.

Introducing

# VEGGIEDENT® FR3SH™ Dental Chews with FR3SH™ Technology

Now there's a dental chew that's both healthy *and* freshens breath. VEGGIEDENT® FR3SH™ Dental Chews have an innovative formula specially designed to decrease bad breath *and* maintain oral hygiene in dogs.

INNOVATIVE

FR3SH™ TECHNOLOGY



*new*  
**VEGGIEDENT**<sup>®</sup>  
**FR3SH**<sup>™</sup>



**HEALTHY**



Natural, no artificial ingredients  
or chemicals, non-GMO corn  
and moderate in calories



Plant-based, no meat ingredients,  
free of wheat, and easily digestible

# A taste you can trust Fresh breath you'll enjoy

## PALATABLE

100%

UPTAKE *and*

92%

OF DOGS

totally consumed  
the chew<sup>6</sup>

- Studies have shown that dogs love the taste
- Has a great smell, making it an all-around pleasant experience for both dog and dog owner



*When presented with VEGGIEDENT® FR3SH™ Dental Chews, pet owners liked the high quality of the product, the pleasant odour, the natural healthy appearance and the range of sizes to suit their dog.<sup>7</sup>*



## FRESH BREATH DELIVERED

Dog owners confirmed that their dog's bad breath is rapidly improved and sustained with a daily intake of VEGGIEDENT® FR3SH™ Dental Chews<sup>8</sup>:

DAY 1



SIGNIFICANT  
BREATH  
IMPROVEMENT  
FROM  
DAY 1

24 HOURS



IMPROVEMENT  
REMAINS  
OBSERVABLE  
AFTER EACH  
INTAKE

2-WEEK PERIOD



CONTINUED  
BREATH  
IMPROVEMENT  
WITH  
DAILY USE

Improvement of bad breath was perceived by

90%

of owners

*and*

87%

would recommend  
the product<sup>8</sup>

new

# VEGGIEDENT<sup>®</sup> DENTAL CHEWS

FR3SH<sup>™</sup>

A new tool in the fight for  
fresher and healthier breath.



## 1 CLEANSE

Addresses  
oral causes  
of bad breath



## 2 COOL

Freshens  
breath with  
cooling action



## 3 DIGESTIVE

Addresses  
digestive causes  
of bad breath

Speak to your veterinarian about how  
**VEGGIEDENT<sup>®</sup> FR3SH<sup>™</sup> Dental Chews** can become  
part of a long-term plan to target bad breath and  
help keep your dog healthy.

### Active ingredients



#### Pomegranate

Addresses oral  
causes of bad  
breath



#### Erythritol

Cools and freshen  
bad breath



#### Inulin

Addresses digestive  
causes of bad  
breath

**References:** **1.** Data on file, Kynotec market research, 2016. Virbac. **2.** Culham N, Rawlings JM. Oral malodor and its relevance to periodontal disease in the dog. *J Vet Dent*. 1998;15:165–168. **3.** Niemiec BA. Periodontal disease. *Top Companion Anim Med*. 2008;23:72–80. **4.** Niemiec BA, Gawor J, Nemec A, et al. World Small Animal Veterinary Association Global Dental Guidelines. <http://www.wsava.org/guidelines/global-dental-guidelines>. Accessed January 10, 2018. **5.** 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. **6.** Nicolas C, Navarro C, Lloret F. Evaluation of acceptability and chewing time of six dental chews in dogs: a randomized, blinded control trial. Internal data. **7.** Data on file, Market research—Study report EH17-256. Virbac. **8.** Chala V, Chaix G, Espuna G. Evaluation of breath freshening effect in dogs following chew administration: an open field trial. Voorsjaardagen congress, The Hague, NL, April 2018 (accepted for communication).

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CET Veggiedent Fr3sh Extra Small, Composition: Pomegranate, Inulin & Erythritol, Reg. No: V31314 (Act 36/1947)

CET Veggiedent Fr3sh Small, Pomegranate, Composition: Inulin & Erythritol, Reg. No: V31315 (Act 36/1947)

CET Veggiedent Fr3sh Medium, Pomegranate, Composition: Inulin & Erythritol, Reg. No: V31316 (Act 36/1947)

CET Veggiedent Fr3sh Large, Pomegranate, Composition: Inulin & Erythritol, Reg. No: V31317 (Act 36/1947)

CET Veggiedent Fr3sh Dental Chews is distributed by Virbac SA.

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