

new C.E.T.[®]
VEGGIEDENT[®]
Tartar Control
Chews for Dogs **FR3SH[®]**

A Healthy Solution for **FRESH BREATH** and **MORE**

C.E.T.[®] VEGGIEDENT[®] FR3SH[®] Tartar Control Chews for Dogs
3-way performance that cleans teeth, freshens breath, and supports proper digestion



dental care
EXPERTS



new

C.E.T.® VEGGIEDENT® FR3SH® Tartar Control Chews for Dogs

UNIQUELY TARGET BAD BREATH AND SUPPORT PROPER DIGESTION

1 CLEANSE Addresses oral causes of bad breath

2 FRESHEN Innovative breath-freshening effect

3 BALANCE Includes a prebiotic known to promote a balanced and healthy gut flora



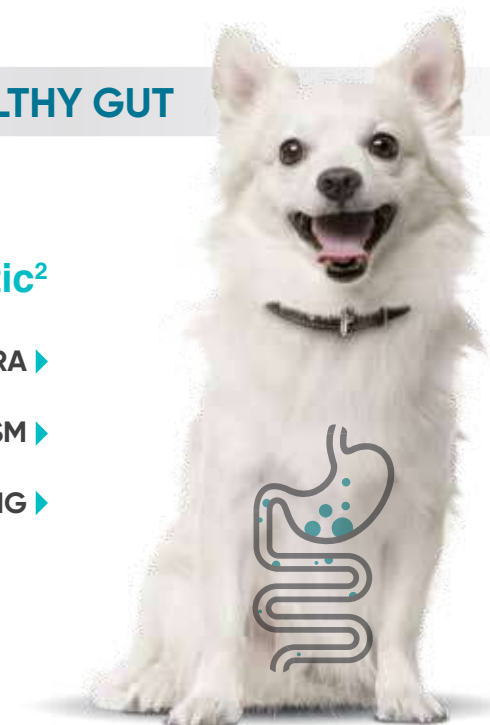
PROMOTE A BALANCED AND HEALTHY GUT

Benefits of a prebiotic²

BALANCES GUT FLORA ▶

PROMOTES NITROGEN METABOLISM ▶

HELPS MAINTAIN INTESTINAL WELL-BEING ▶



BREATH-FRESHENING EFFECT OBSERVED IN PET OWNER TRIAL

Freshens breath—over the short and long term¹



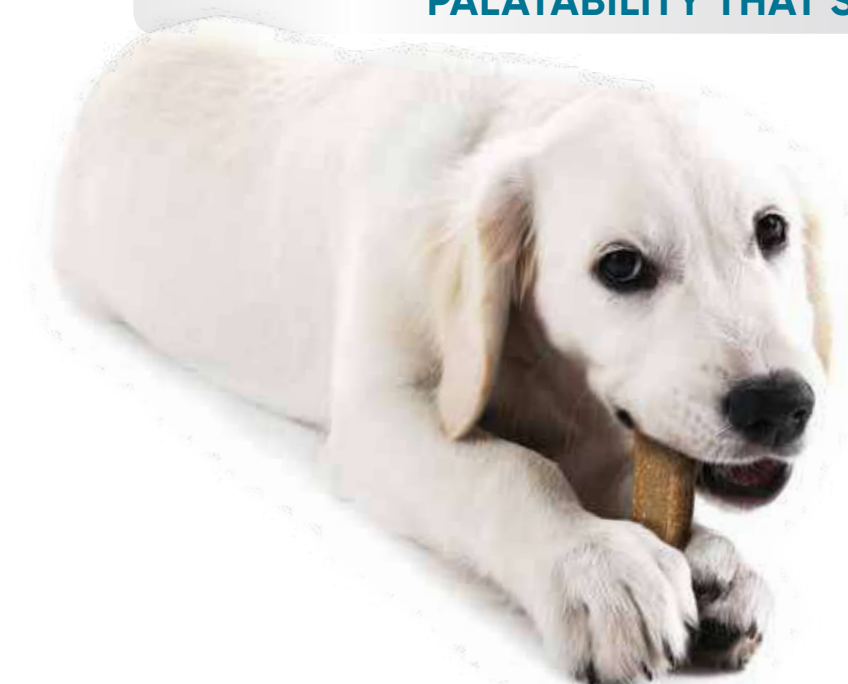
Improvement of
bad breath was
perceived by

90%
OF OWNERS

and

87%
WOULD RECOMMEND
THE PRODUCT¹

PALATABILITY THAT'S DISTINCTLY FRESH³



PREHENSION

100%

TOTAL CONSUMPTION

92%

The impact of periodontal disease on bad breath and canine health

A CLOSER LOOK AT BAD BREATH

74%
OF PET OWNERS
complain about their
dog's bad breath⁴

- Bad breath can be an indication of a bigger problem such as periodontal disease⁵
 - Left unaddressed, periodontal disease can result in significant pain and shorter life expectancy⁵
 - Plaque and tartar are 2 leading contributors to bad breath and periodontal disease⁶



BACTERIA



PLAQUE



BAD BREATH

IMPACT OF PERIODONTAL DISEASE

76%
OF DOGS
are affected⁷

- Periodontal disease has been linked to serious systemic health issues (eg, cardiovascular, gastrointestinal, renal, and respiratory problems, as well as diabetes mellitus)⁵



HEART
DISEASE



RENAL
ISSUES



RESPIRATORY
PROBLEMS



DIABETES
MELLITUS

Experts recommend daily dental chews

The World Small Animal
Veterinary Association (WSAVA)
Global Dental Guidelines
recommend daily dental chews
as an effective and convenient
option for home care.⁵




“Daily home care is critical in management of oral health. Consistent and effective active home care is rarely performed, therefore, passive home care with dental chews or water additives is likely the best option.”

Brook A. Niemiec
DVM, Fellow AVD, DiplEVDC, DiplAVDC



The same great features as C.E.T.[®] VEGGIEDENT[®] Tartar Control Chews for Dogs

TRUSTED FORMULA

-  Plant-based alternative to rawhide chews — free of animal protein and wheat gluten
-  Non-GMO corn used, no artificial ingredients, and moderate in calories
-  Great taste that dogs love³



PROPRIETARY Z-SHAPE

- Maximizes prehension, allowing the chew to scrape away tartar in hard-to-reach places
- Enhances the mechanical action of chewing



PROVEN TO REDUCE TARTAR AND PLAQUE WHEN GIVEN DAILY⁹

37%

PLAQUE REDUCTION

70%

TARTAR REDUCTION



The newest addition to the C.E.T.[®] Brand product line

dental care
EXPERTS

DISCOVER THE BENEFITS OF C.E.T. BRAND PRODUCTS

- Available from Virbac — a worldwide leader in dental solutions⁹
- Trusted by veterinarians for 30 years
- Professional-grade solutions for both the clinic and the home



DENTAL CHEWS



TOOTHBRUSHES



TOOTHPASTE



new

C.E.T.[®]
VEGGIEDENT[®]

Tartar Control
Chews for Dogs

FR3SH[®]

The freshest new innovation from Virbac

3-way performance that cleans teeth, freshens breath, and supports proper digestion.

dental care
EXPERTS

CLEANSE to address the oral causes of bad breath

- Proven to reduce tartar and plaque when given just once daily⁸

FRESHEN bad breath over the short and long term

- Significant improvement from day 1 and continued improvement over a 2-week period¹

BALANCE healthy gut flora

- Contains a prebiotic known to support proper digestion²



*Includes the same great features as
C.E.T.[®] VEGGIEDENT[®] Tartar Control Chews for Dogs.*

Virbac-sponsored dental educational resources —
the new Electronic Veterinary Dental Scoring program:
www.evds.org/home/veterinary-dental-scoring



OFFER YOUR PATIENTS
FRESH BREATH
AND MORE

To order

Contact your distributor
or Virbac representative,
or call **1-844-4-VIRBAC**
(1-844-484-7222).
Visit **us.virbac.com**
to learn more.

References: 1. 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. 2. Flickinger EA, Schreijen EMWC, Patil 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. 3. Chaix G, Lloret F. Palatability in dogs of a new vegetable dental chew (VeggieDent[®] FR3SH[™]) 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. 4. Data on file, Kynetec market research, 2016. Virbac Corporation. 5. 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. 6. Niemiec BA. Periodontal disease. *Top Companion Anim Med*. 2008;23:72–80. 7. State of pet health 2016 report. Banfield Pet Hospital website. <http://www.stateofpethealth.com>. Accessed January 17, 2018. 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. 9. Data on file, CEESA data Q3 2016. Virbac Corporation.

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Shaping the future of animal health