

**BAD BREATH IS NOT
NORMAL – IT'S A
SIGN OF DISEASE!**

Dental disease is the most common illness encountered in veterinary medicine today and affects 8 out of 10 pets. Unfortunately, it is also the most untreated disease.

Pets often go for years with painful gingivitis, fractured teeth or severe tooth root abscesses without noticeable clinical signs to the owner.



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Can Dental Cleaning Be Performed Without Anesthesia?

A dental cleaning performed by anyone other than your veterinarian is just *cosmetic* — your pet's teeth may **look** cleaner, but the disease-building bacteria **still** lie beneath the gum line.

A professional veterinary dental exam and cleaning differs significantly from dental brushing offered by a groomer or home dental care program. It is a multistep process, which to be accomplished properly and thoroughly, must be performed while your pet is under anesthesia.

Six steps are performed with every dental procedure at our hospital, with the pet anesthetized:

1. The veterinarian performs a thorough oral (mouth) exam. To accurately identify and evaluate diseased teeth and determine proper treatment, it is necessary to probe hard-to-reach difficult areas with sharp tools. This procedure is difficult to perform and capabilities are limited while the pet is conscious.
2. Dental buildup is quickly removed with high-speed dental instruments on the inside and outside of all teeth. Sharp hand tools can be used only on the outside surfaces of "anesthetic-free" patients, which takes much longer.
3. Root planing removes dental buildup and pockets of infection under the gums — the leading causes of gum recession and tooth loss. This is the most important part of a dental procedure and can be performed only if the pet is anesthetized.
4. Loose, infected or damaged teeth and oral cavity growths are removed. This can only be performed while the pet is anesthetized.



Increase Client Compliance

Dental Care Marketing Tip –

When you make a recommendation for a professional dental cleaning, many pet owners will not have the money budgeted for such an unexpected expense in a stressful economic environment. Pet owners will need time to process this extra expense and discuss it with other family members before committing to a dental cleaning appointment.

Marketing Tip – At the time of your exam and recommendation, offer your clients a 20% DISCOUNT on a dental cleaning if they make an appointment within the next 30 days. Your client may be considering a more economic option, such as those provided by a groomer. A week after you have extended your offer, mail them this awareness postcard to further educate your clients on your dental procedure and the benefits of a veterinary dental cleaning.

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Thank
 You! 

**“OK, I ADMIT IT...
 I HAVE ^{really} BAD BREATH”**

HELP your pet live longer! Studies have shown that **YEARLY** teeth cleanings provide these benefits:

- reduces plaque and tartar formation
- decreases gum and tooth infections
- helps prevent bad breath and oral pain
- helps prevent heart, kidney and liver disease

Almost all pets over 3 years of age have some form of dental disease. Poor oral health can cause serious health problems. Even a small amount of plaque buildup can place additional demands on the heart, kidney and liver — shortening your pet’s life and lowering his or her quality of life.

SAMPLE

An Important Pet Health Reminder!

Recently your veterinarian examined your pet and recommended a professional dental cleaning. We encourage you to schedule an appointment and take advantage of our **20% SAVINGS OFFER FOR A PROFESSIONAL DENTAL CLEANING.** To receive your pet health savings offer, **please schedule** your dental cleaning appointment

for Ashley before 10/28/11.



BEFORE



AFTER

download your order form at **www.VetPracticeMarketing.com**