



**20% SAVINGS  
DENTAL CLEANING**

Discount applies to anesthesia, ultrasonic scaling, polishing, extractions, medications, and post-op recovery. (exp. 12/15/12)

# Fresh Breath for the Holidays!

The holiday season is fast approaching, and now is the perfect time to schedule a professional dental cleaning so your furry friend can welcome visiting family and friends with clean teeth and fresh breath.



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## INCREASE THE HEALTH & LONGEVITY OF YOUR PET!

Studies have shown that **YEARLY** teeth cleaning and oral exams 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. Even a small amount of plaque buildup can place additional demands on the heart, kidneys, and liver – shortening your pet's life and lowering his or her quality of life.



BEFORE



AFTER

**Have Your Pet's Teeth Professionally Cleaned at**

**Sierra Veterinary Clinic**

(619) 280-7712 • [www.sierravet.com](http://www.sierravet.com)



# Sierra Veterinary Clinic – Dental Care

*The steps to a healthier mouth and fresher breath*

1. **General anesthesia**, is necessary in most cases for us to do a thorough dental examination and professional cleaning. We use only the safest anesthesia protocols and human-quality products.
2. A **complete dental exam** is performed before we begin any dental procedure. If dental X-rays are needed, they will be taken at this time. A thorough dental chart is used to record the dental health of your pet and any procedures done during the dental cleaning.
3. **Ultrasonic and hand scaling** removes plaque and tartar above and below the gum line. A thorough scaling below the gum line is critical to the success of any dental cleaning, as this is where illness-causing bacteria hide.
4. **Polishing** smooths the surface of the teeth after scaling, making them resistant to additional plaque formation. **Flushing** removes dislodged tartar, plaque, and bacteria from the mouth.
5. **Extractions if necessary** – Tartar that has built up on the teeth over an extended period of time can mechanically push gums away from the roots of the teeth. This allows the teeth to loosen in their sockets and enables infection to enter the root socket.

SAMPLE

phil winter's



marketing  
communications  
Visual Communication Material Design

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## PET HEALTH ALERT – Holiday Chocolate Warning!

We all like to give our pets “treats” but please don’t put chocolate on your pet’s holiday treat list. **Chocolate poisoning** might seem like a joke, but **every year** pets become intoxicated from eating chocolate. The toxic element in chocolate is the bromine, which can cause vomiting, diarrhea, seizures, hyperactivity, increased thirst, urination, and increased heart rate, depending on how much the pet has eaten. Ingestion of as little as ¼ oz of baking chocolate by a 10-lb dog can be a health risk.

## HOLIDAY CHOCOLATE WARNING!

Jim and Sandy Murray  
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