

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

20% DENTAL SAVINGS

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 _____

BEFORE _____

Your clients can't make wise choices on services they do not know about or understand. Educate your clients today on the **BENEFITS** of your professional dental care program.



Pet Dental Cleaning *what you need to know*



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PLEASE ORDER FROM:

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www.VetDentalMarketing.com
800-803-8832 • phil@philwinter.com



DID YOU KNOW...

Of all dogs and cats two years of age and older, 70%-85% have some degree of periodontal disease.

PLEASE FOLLOW US ON OUR BLOG and FACEBOOK!

Thank You!



Don't let your pet suffer in pain!

You're probably not aware that your pet may be suffering in silence with dental disease. Some pets may experience severe or sharp pain while eating. Others may act depressed. Bad breath and drooling are the most frequent signs of dental disease. **Pets often go for years with painful gingivitis, fractured teeth or severe tooth root abscesses without clinical signs noticeable to the owner.**



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.**

Can Dental Cleaning Be Performed Without Anesthesia?

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.



BEFORE



AFTER

Professional Dental Cleaning Steps

1. Your 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 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.

5. **Polishing teeth** is more than a desirable cosmetic procedure. Cleaning teeth with high-speed dental instruments or sharp hand tools causes abrasions on the tooth surface, which can actually accelerate the accumulation of tartar. Polishing retards tartar accumulation by creating a smooth, clean surface and also leaves the teeth **“bright and white.”**
6. The last step involves **flushing** and application of a **fluoride treatment** to the teeth to make them stronger. Flushing removes lodged tartar from the teeth and helps to remove the bacteria that accompany tartar. An awake patient usually is resistant to this process.

Other problems associated with dental cleaning without anesthesia include use of restraints on the pet in order to perform the procedures, mental/behavioral damage to the pet from experiencing the whole procedure and the necessity of more frequent dental cleanings each year due to inadequate cleaning.

But anesthesia for my pet's dental cleaning scares me!



The risk of allowing dental disease to continue untreated far outweighs the risks associated

with anesthesia in all but a few, very sick patients. It is true that anesthesia cannot be 100% risk free for people or pets but it is possible to make it a very controlled, very low risk event. We utilize the best available anesthetic agents, sophisticated monitoring equipment, and a trained technician assigned to monitor each patient, to create the safest procedure possible for our anesthetized patients.