

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. Diseased gums are thickened, reddened and bleed easily. **These conditions are VERY painful to your pet!**

Why is professional dental care so important to you and your pet?

Dental disease puts tremendous demands on your pet's organs, weakening the liver, kidneys and heart. **This additional stress can lessen your pet's quality of life and shorten life expectancy.**



BEFORE



AFTER



Waunakee
VETERINARY CLINIC

www.philwinter.com

SAMPLE

1234 Any St.
Any Town, USA 98765

ph. (800) 803-8832

PLEASE
schedule your
dental cleaning
appointment
today!

HELP Your Pet Live Longer!



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 is a multistep process and differs significantly from dental care offered by a groomer or home dental care programs.

How WVC professionally cleans your pet's teeth.

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 special instruments.
2. Dental buildup is quickly removed with **high-speed dental instruments** on the inside and outside of all teeth.
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.
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 removes the accumulation by creating a smooth surface that leaves the
6. The last step in the process is to make them smooth and free of lodged tartar to remove the bacteria



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800 - 803-8832

phil@philwinter.com

Bad breath is not normal! It's a sign of disease.



Studies have shown that **YEARLY** teeth cleaning and oral exams provide the

- Reduces plaque and tartar formation
- Decreases gum and tooth infections
- Helps prevent bad breath and oral pain
- Helps prevent heart, kidney, and liver disease

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

High-Impact Design

SAMPLE

Holiday Dental Cleaning Postcard

DESIGN NOTE:

You can edit any elements to meet your unique practice requirements.

Design fee 8.5"x8.5"	\$159
Print 500	\$219
Print 1,000.....	\$260
Print 2,000.....	\$429
Address..\$39 setup + 8.5¢ each	
USPS Bulk Postage	32¢ each

— FACT —

Study shows postal mail to be more effective than phone and email.

WE CARE!

Please call and schedule your pet's professional dental cleaning today!



Waunakee
VETERINARY CLINIC



Google+

4.3 ★★★★★



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.



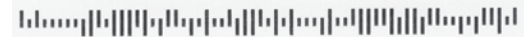
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