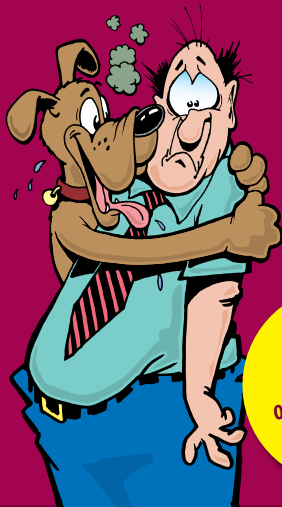


# PET HALITOSIS

**BAD BREATH** is NOT normal...  
it's the sign of disease!



**20%  
SAVINGS**  
ON A PROFESSIONAL  
DENTAL CLEANING  
EXPIRES 03/30/14

## INCREASE THE LONGEVITY OF YOUR PET'S LIFE!

The **#1 PET HEALTH PROBLEM** diagnosed in dogs and cats is oral disease. We continue to promote awareness of the importance of preventative dental care in maintaining your pet's overall health. Dental disease can be **PAINFUL** to both dogs and cats. Regular exams and cleaning are important to keep your pet happy, and healthy!



Extensive plaque formation  
with tartar buildup



Thicker tartar formation  
and very painful

**CALL FOR AN APPOINTMENT TODAY!**

**Stockdale Animal Hospital**  
**(619) 280-7712**

## 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. 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 infection to enter the root socket.

 **CareCredit**™ **ASK US!** We offer **CareCredit**® – CareCredit offers special financing and low payment options so you can keep your pet healthy and happy.

phil winter's



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### DENTAL POSTCARD SAMPLE – STYLE “D”



**BEFORE**



**AFTER**

### Postcards are the “Superheroes” –

**High-impact postcard marketing**, one of the least expensive forms of direct mail, can work wonders for the veterinary practice who wants to increase client education, improve pet owner compliance. *A well-designed postcard can mean a great boost to your business and bottom line.*