

**"85% of cats and dogs over the age of four are affected by periodontal disease" British Veterinary Dental Association : prevention starts at £2.99 and is available from your local pet shop / Beaphar Sherley's.**

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## What can YOU do to help prevent dental disease in your pet?

- 1** Check your pet's teeth and gums regularly. This will help you to become familiar with what your pet's teeth and gums look like when they are normal and therefore you are more likely to be able to spot any abnormalities. It will help your pet become used to having its mouth touched and handled, which is good for both of you if it ever needs to have treatment.
- 2** Recognising the symptoms. Bad breath, plaque (often not visible unless stained), bleeding, inflamed or receded gums, loose or missing teeth, difficulty eating or chewing food, tartar (creamy brown hard material), and sensitivity around the mouth.
- 3** Visit your local pet shop and spend a few pounds on preventative treatments, such as Beaphar Sherley's Dog-A-Dent toothpaste and toothbrush, chewable tablets and mouthwash, or the Cat-A-Dent toothpaste and brush.
- 4** Start slowly introducing your pet to its new dental hygiene regime. Be patient. Follow the instructions given on the packaging. Reassure your pet by talking gently and always reward good behaviour.

Beaphar Sherley's have developed the dental hygiene range for ease of use and palatability. The specially designed double-headed toothbrush can be used for cats and dogs of all sizes and breeds. The toothpaste has a unique formulation, which does not contain foaming agents that may upset your pet's stomach, and has a particularly delicious meaty flavour.

A couple of squirts of mouthwash into your dogs mouth twice a week will help prevent the build up of plaque and will encourage your dog to lick his teeth clean. The chewable tablets with chlorophyll contain the fenugreek herb which animals love. They disinfect the mouth, have an odour absorbing effect on bad breath and will help prevent excessive drooling.

For further information on dental care for pets or on Beaphar Sherley's products, please contact:

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**beaphar** SHERLEY'S  
INTERNATIONAL EXPERTS IN PET CARE

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British Veterinary Dental Association



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and is available from your  
local pet shop.

# You may joke about your pet's bad breath, but are you aware that this is often a symptom of something much more serious?

“Recent surveys have shown that dental problems are second only to cancer as the top pet health concern of dog owners and just behind urinary tract problems as the top concern of those who have cats.”



*This year thousands of pets will suffer with pain, bad breath, receding and infected gums and tooth loss. The infection in the oral cavity can spread into the bloodstream affecting the heart, lungs, liver and kidneys.*

The British Veterinary Dental Association has estimated that 85% of cats and dogs over the age of four are affected by periodontal disease. Dental treatment from your vet can cost around £50 a visit. Prevention for most periodontal disease is simple, and available from your local pet shop from just £2.99. Apart from the obvious cash saving for you, your pet will be happier, and healthier if dental disease can be prevented rather than cured.

Most veterinarians recommend an oral hygiene programme which includes brushing your pet's teeth on a regular basis with toothpaste specially formulated for animals.

**If left unchecked, periodontal disease can become irreversible**



## THE FACTS

### What is periodontal disease?

The problem begins when plaque and tartar are allowed to build up on your pet's teeth. Plaque harbours the bacteria which can infect gum tissue and the roots of the teeth, resulting in painful infections, disease and tooth loss. Recent studies have documented that certain heart, liver and kidney diseases may be associated with these bacteria.

**DO NOT USE HUMAN TOOTHPASTE . . . as these are made with foaming agents which can cause stomach upsets.**

**Start today. A few minutes a couple of times a week is all that is needed.**

**Periodontal Disease.**  
*Chronic bacterial infection is destroying the gum, tooth and bone. Bacteria are spreading throughout the body via the bloodstream and may damage the heart, kidneys and liver.*

