



UNDERSTANDING ORAL CARE

YOUR GUIDE TO DENTAL CARE IN DOGS

PRESCRIPTION DIET® **t/d**®

YOUR DOG'S MOUTH

GUM DISEASE

○ none ○ severe ●

TARTAR

○ none ○ severe ●

PET'S NAME

.....

NEXT APPOINTMENT

REASON FOR APPT.

/ / :

RECOMMENDED PET FOOD:

Hill's® Prescription Diet® t/d®

Hill's® Prescription Diet® t/d® Small Bites

RECOMMENDED DAILY FEEDING AMOUNT:

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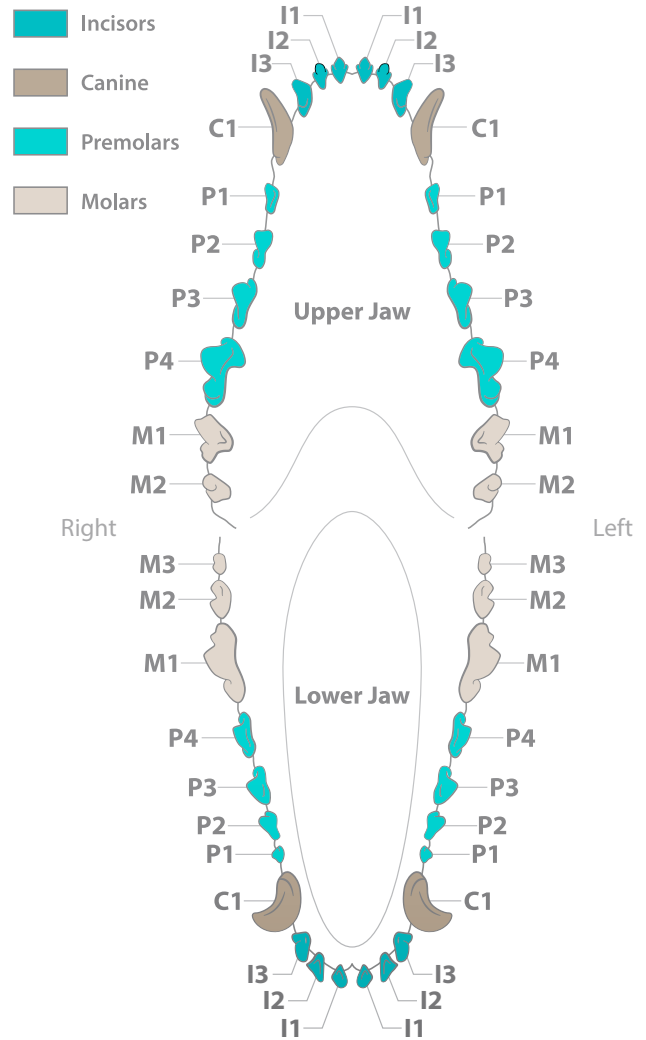
NOTES

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F

fractured tooth

G

gingival recession

W

worn tooth

M

mobile tooth

X

missing



DENTAL CARE

is a key part of your dog's everyday health and vitality

Aside from saving your dog pain and discomfort, dental health is related to a chain of reactions that affect his overall health:

80%

of dogs over three years of age have dental disease*

Plaque builds up on your dog's teeth

Bacteria in the plaque leads to gum inflammation

The inflamed gums allow bacteria to enter the bloodstream

Once in the bloodstream, bacteria travel throughout the body where they can negatively impact vital organs like the heart, liver and kidneys

BAD BREATH

GUM DISEASE, MAY PROGRESS TO CAUSE PAIN AND TOOTH LOSS

HEART / KIDNEY / LIVER DISEASE



FACTORS ASSOCIATED WITH DENTAL PROBLEMS

◆ AGE

Dental disease is more common in older pets

◆ BREED

Small dogs, especially those with a flat face or short nose, are more likely to have overcrowded or misaligned teeth that are difficult to keep clean, making them more prone to dental disease

◆ FOOD

Some foods can increase your dog's risk of dental disease, so ask your veterinarian for a nutritional recommendation



SIGNS OF DENTAL DISEASE

Even if your pet isn't showing signs of oral health problems, it's worth asking your veterinarian for a dental checkup to prevent future problems.

BAD
BREATH

YELLOW OR BROWN
CRUST ON TEETH



BLEEDING GUMS



CHANGE IN
CHEWING
HABITS

TOOTH
LOSS

DROOLING



PROGRESSION OF DENTAL DISEASE



PLAQUE ACCUMULATION

Plaque is a slimy film of bacteria that coats the teeth. The bacteria inside plaque can cause gum inflammation.



TARTAR BUILDUP

Plaque hardens into tartar: hard calcified deposits that form on the teeth. Unlike plaque (that you can remove with dental home care), tartar must be removed by your veterinarian.



GUM INFLAMMATION (GINGIVITIS)

Gingivitis or gum inflammation is the first stage of periodontal disease, and if treated early on, the damage from inflammation can be reversed.



GUM SEPARATION (PERIODONTITIS)

In some dogs, gum inflammation progresses, allowing bacteria to accumulate beneath the gums. This can lead to chronic infection and bone loss, which is painful and harmful to overall health. Without proper care, bone loss progresses to the point of tooth loss.



SUPERIOR ORAL NUTRITION YOU CAN FEED EVERY DAY.

DENTAL VITALITY is about more than vet visits and brushing — it's about creating a daily routine that you and your pet will love.

PRESCRIPTION DIET®

t/d®

the #1 VET-RECOMMENDED
dental pet food for complete care



SUPERIOR CLINICAL EFFICACY in reducing plaque and tartar accumulation and the occurrence of gingivitis

A vital part of a pet's **DAILY HEALTH** regimen — with ingredients to help maintain healthy digestion and a luxurious coat, and keep pets fit and trim

URINARY SAFE — helps reduce the risk of struvite and calcium oxalate stone formation

NEW PRESCRIPTION DIET®

Dental Care Chews



Significantly more effective in **CLEANING PLAQUE** than leading competitors*

*vs. US Sourced Greenies™ Dental Treat, Milk-Bone™ Brushing Chews and Pedigree™ DENTASTIX™

Clinically proven to **WHITEN** teeth and **FRESHEN** breath

Works like a toothbrush and dental floss all in one

The VOHC seal is awarded to products that help control plaque and tartar

*Greenies are a trademark of The Nutro Company

*Milk-Bone is a trademark of Big Heart Pet Brands

*Pedigree and DENTASTIX are trademarks of Mars, Incorporated 2016

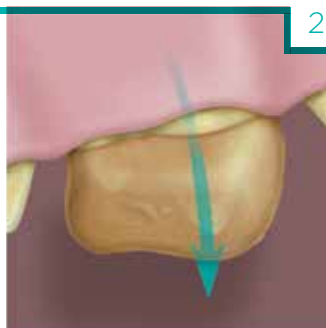
HOW t/d[®] WORKS

t/d[®] KIBBLE uses an exclusive fibre matrix designed to work like a toothbrush as your dog chews.

1
With every bite, the fibre matrix scrubs the tooth surface to clean teeth and freshen breath



2
Unique fibre alignment helps kibble stay in contact with the tooth surface right to the gumline



3
Kibble gently scrubs away plaque and tartar to clean teeth and promote healthy gums



“t/d[®] is awesome!
My dogs are almost
3 years old and I can say
with confidence that their
dental health is a direct result
of them eating t/d.[®]
I LOVE IT!”

— Doxies



HEALTHY HABITS FOR DENTAL CARE

One of the most efficient steps you can take to keep your dog's mouth healthy is to schedule annual dental checkups. If your dog forms tartar quickly or has a history of dental problems, more frequent exams and cleanings may be advised.

It also helps to brush your dog's teeth before plaque can mineralize into tartar.

Getting used to brushing can take time, so be patient and make sure to reward and praise your dog with each attempt.

1. INTRODUCE THE TOOTHPASTE

Use a finger toothbrush or an index finger wrapped in gauze and gently rub toothpaste over your dog's teeth and gums. Pet toothpaste, chicken broth and tuna juice can make it more acceptable.

2. BEGIN BRUSHING

Brush teeth and gums gently, finishing with the bottom front teeth. Focus on the outside surface facing the cheek (this part is most prone to tartar buildup).

Combined with an effective dental pet food and regular veterinary care, you'll have no trouble keeping your dog healthy and smiling.



DAILY FEEDING GUIDE

BODY WEIGHT [LBS]	DRY [CUPS (GRAMS)]	NUMBER OF KIBBLES	
		t/d* Canine	t/d* Canine Small Bites
5	7/8 (60 g)	13	27
10	1 3/8 (100 g)	21	42
15	1 7/8 (135 g)	28	58
20	2 1/4 (165 g)		
30	3 1/4 (230 g)		
40	4 (285 g)		
50	4 3/4 (330 g)		
60	5 1/4 (380 g)		
70	6 (425 g)		
80	6 3/4 (475 g)		
100	8 (570 g)		

- **1 cup** of t/d* is equal to **15 kibbles**
- **1 cup** of t/d* Small Bites is equal to **31 kibbles**



100% SATISFACTION GUARANTEE —
If you are unsatisfied for any reason,
return the unused portion to the place of
purchase for a full refund or replacement.

