



FOCUS

ON PET HEALTH

FIDO AND FLUFFY LOVE FEBRUARY

Happy National Pet Dental Health Month! You didn't forget, did you? If you're not the type to dress your furry companion in the latest fashions, brushing their teeth may seem a bit excessive. But according to the American Veterinary Dental Society, 80% of dogs and 70% of cats show signs of oral disease by age three. Why? Perhaps it's because only 2% of dog owners brush their pet's teeth every day. Here's the good news: that's about to change. Thanks to public awareness campaigns and great products formulated especially for pet use, the future of your pet's smile — and health — is looking bright.

Top 5 Reasons To Promote Pet Oral Health

1. Pets with fresh breath get more lovin'

People love to closely interact with their pets — to snuggle, hug and kiss them. When they have bad breath, snuggles, hugs and kisses don't happen as often. Fresh breath can help improve the human-pet bond, making pets and people happier.

2. A healthy mouth feels good

Dental disease can cause severe inflammation of the gums and socket of the tooth. Inflammation also means the pet is in pain — even if they don't show obvious signs of discomfort.

3. Pets with healthy mouths live longer

Pets free of dental disease may live three to five years longer. The stress placed on the immune system and the bacteria that escapes the mouth and makes it's way into the bloodstream can cause major organs like the lungs, heart, kidneys and liver to age prematurely, thereby shortening their potential life expectancy.

4. Pet owners are looking for a convenient solution

Brushing is the gold standard for keeping the teeth free of tartar, the mouth

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healthy and the breath fresh. Fewer than one out of 20 pet owners are willing or able to brush their pet's teeth on a regular basis. That means 19 out of 20 pet owners are open to a more convenient way to control dental disease and doggie breath.

5. It makes good sense — dollars and cents, that is

By introducing the Oxyfresh Pet Dental Hygiene program to veterinarians, groomers, trainers, sitters, breeders and individual pet owners Oxyfresh Distributors can both improve the health and lives of the pets while creating additional residual income. It is a win-win-win situation.

Closing Thoughts

Once you're convinced of the "why", only one question remains: How? While the Internet is full of resources, we recommend the American Veterinary Medical Association's instructional video, Dental Health: How to Brush Your Pet's Teeth, which can be found at their web site, <http://www.amatv.org>.

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