

Our Clinic's Recommendation of C.E.T.® Brand Products to Support Home Dental Care for Your Pet

Daily tooth brushing is the best way to protect your pet's dental health.¹

How to brush your pet's teeth:

SET THE TIME AND PLACE

STEP: 1 Choose the time of day and place you will brush your pet's teeth. When the time comes, go to the chosen place and call your pet. When your pet comes, reward them with a taste of pet toothpaste and plenty of praise. Repeat the routine every day. After a few days or weeks, your pet will show up on their own, expecting the treat. Be patient and consistent — building a lifetime habit takes time.

LIGHTLY TOUCH YOUR PET'S HEAD

STEP: 3 Once your pet is used to the toothbrush, touch their head so lightly that you can barely feel the hair on your palm. If your pet gets nervous, direct their attention to the toothpaste on the brush. Once the pet cleans the toothbrush, give praise and reward with more toothpaste. Each day, add a little pressure until your pet ignores your hand and eats the toothpaste from the brush.

BUILD TRUST IN THE PET TOOTHBRUSH

STEP: 2 Once your pet learns to meet you at your daily "appointment," put the pet toothpaste on the toothbrush and let them lick it off. Once the toothbrush is licked clean, reward your pet with another taste of toothpaste. Repeat until they don't hesitate at the sight of the brush. Again, be patient and consistent.

TOUCH YOUR PET'S MOUTH

STEP: 4 Now, when you place your hand on your pet's head, move your forefinger and thumb to the corner of its mouth and gently pull back the cheek to reveal a few teeth. Dab the loaded toothbrush on the teeth quickly and reward with more toothpaste. Repeat daily until your pet doesn't balk when you touch its mouth. Gradually expose and brush more of your pet's teeth.



Instructional paragraphs courtesy of Vickie Byard, CVT, VTS (Dentistry), President of PetED Veterinary Education and Training Resources.

Watch two, free, online videos to learn tips about brushing your dog's or cat's teeth. Scan the QR codes provided with a mobile device or click [here for cats](#) and [here for dogs](#).



C.E.T.® Brand products offer dental care that you can do at home.



IDEAL FOR BEGINNERS: C.E.T.® Toothbrush Kits

5 starter kits to help introduce you to tooth brushing at home
Includes an easy-to-use toothbrush with flavoured toothpaste to help your pet accept brushing
Toothbrushes and toothpastes have been designed for your dog or cat.



C.E.T.® Enzymatic Toothpaste:

Features VIRBAC's dual-enzyme system that enhances the antiseptic defence mechanism that occurs naturally in your pet's mouth
Choose from 5 great-tasting flavours: poultry, vanilla-mint*, beef*, seafood and malt*
Contains no foaming agents

(*do not contain meat proteins)

IDEAL FOR REGULAR USE: C.E.T.® Toothbrushes



PET

A small head, soft-bristle brush made for your pet with a smaller mouth
The long handle and reverse-angle head allow for easy reach and comfortable application



DUAL-ENDED

The long handle and reverse-angle heads allow for easy reach and comfortable application while the tapered end conforms to your pet's mouth and teeth
Soft bristles ensure a gentle, well-tolerated application.

A REVIEW OF THE WSAVA GLOBAL DENTAL GUIDELINES

PERIODONTAL DISEASE IS THE MOST COMMON AND UNDER-DIAGNOSED DISEASE IN SMALL ANIMAL MEDICINE.¹

Left untreated, periodontal disease has significant animal welfare implications.¹

GUIDELINES RECOMMEND TWO INTER-LINKING STRATEGIES FOR PROPER DENTAL CARE¹

- Significant pain, which often goes overlooked
- Localized and potentially systemic infections
- Cardiovascular, hepatic, and renal problems
- Decreased quality of life
- Shorter life expectancy

1



Complete In-Clinic Dental Procedure

2



Home Care

ACTIVE HOME CARE



Daily tooth brushing remains the most effective means of plaque control. Flavoured pastes have been developed to increase acceptance of the toothbrush by the pet.



PASSIVE HOME CARE



Dental Chews and Water Additives, among other products, are an alternate way to reduce plaque.

Year-round dental care, both at home and in your veterinarian's office, can help prevent or slow the progression of periodontal disease.²

PERIODONTAL DISEASE DEVELOPS QUICKLY!¹

PLAQUE
24
HOURS

TARTAR
3
DAYS

GINGIVITIS
2
WEEKS

- Without home care, the efficacy of professional periodontal disease therapy is severely limited.
- Long-term consistency is the key factor in the efficacy of home dental care.
- WSAVA recommends both active and passive home care options.

To read the complete Global Dental Guidelines, visit:

www.wsava.org