

**beaphar<sup>®</sup>**

*Passion for Pets*

# *Dental Care*



Dental Care

# Dental Health

Good dental health is essential for the well-being of our pets.

Oral hygiene is often overlooked, despite being a very important factor in a pet's overall health. If a cat or dog has a toothache or sore gums, they are dealing with stress and pain. This not only has health implications, but it also affects behavior. A previously calm and friendly pet may become withdrawn, irritable or even aggressive.

Cats suffering from dental problems tend to become "bad tempered" and will often stop grooming as much as usual or even stop altogether. This can lead to skin conditions and infection.

Behavioral signs of poor dental hygiene might include:

- 🐾 Reluctance to play or go for a walk.
- 🐾 Displaying a negative response to handling or being examined, especially around the face.
- 🐾 Reluctance to eat or favoring one side of the mouth.
- 🐾 Dropping food on the floor.
- 🐾 Struggling to pick things up.
- 🐾 Different grooming behavior.

Quite commonly seen in Burmese cats with dental problems, pawing at the face can get so bad that they make their face bleed. It is called "Feline Orofacial Pain Syndrome".



# Dental Check Up

In order to check for dental problems, lift the lips and check for signs of abnormalities. The key to a successful dental check is to train the pet so that it is used to this kind of handling from a young age on.

Early warning signs of dental problems:

- 🐾 Halitosis (bad breath).
- 🐾 Calculus (Built-up tartar).
- 🐾 Reddening of the gums, bleeding and loose teeth.
- 🐾 Purulent/pusy discharge.
- 🐾 Fur staining is caused by saliva and will often become apparent around the muzzle or front legs.

The mouth should be checked thoroughly inside and out on a regular basis. Swelling to the gums around the upper canines is very common in cats, and can indicate a deep periodontal infection and bone destruction around the tooth. Sometimes the upper canines appear to be growing longer; this is actually the teeth being forced out of their sockets by the infection. An external sign of deep periodontal infection is the eye being forced closed or the appearance of it bulging out of its socket. Cats can develop tumors on or under the tongue, so it is very important to check these areas for signs of abnormalities.

Despite these clinical signs, most owners know their pet best and any changes in behavior should be noted. People have a tendency to put the behavioral changes associated with dental disease down to their pet “getting older”, whereas they are actually signs of pain, discomfort and generally being run down.

Dental disease does not only affect the pet’s mouth, but can lead to many more serious illnesses involving other parts of the body, including lungs, intestinal tract and joints, if left to develop.

Bacteria from periodontal disease have easy access into the blood stream. In an otherwise healthy pet, the body’s normal defense mechanisms can clear up an infection without too many ill effects. However, if a pet is immuno-compromised or suffering from another illness, or the bacteria level is very high, then the infection can spread through the blood stream to affect other organs including the kidneys and heart. Some cases of Pancreatitis and Hepatitis (inflammation of the pancreas and liver) have been linked to dental disease.

## Structure of a Tooth:

Good dental health is essential for the well-being of our pets.

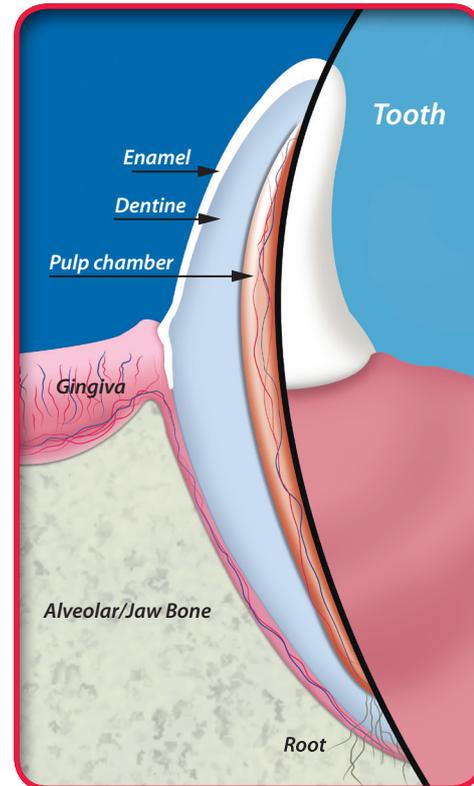
**Enamel:** The hard substance that provides the protective outer structure of the tooth. It is laid down before the tooth emerges and once the tooth is in place any damage to the enamel cannot be repaired by the body.

**Dentine:** Produced by the odontoblast cells and is composed of tubules. These tubules carry extensions of odontoblasts into the dentine. Dentine is a live structure and continues to develop as the tooth ages; if it becomes exposed it is very painful.

**Pulp:** The pulp chamber carries blood vessels and nerves that are necessary to keep the tooth alive. As the tooth gets older the pulp chamber becomes narrower, due to more dentine being deposited. Once a tooth is mature, the main function of the pulp is sensory. As the tooth has thickened over time, adult animals will not feel a cavity until it has progressed further into the tooth and become more severe than it would need to in a younger animal.

**Alveolar/Jaw Bone:** The jaw bone provides the support and attachment for the teeth. The bone also provides the pathway for the blood and nerve supply to the teeth.

**Gingiva/Gums:** The gums cover the jawbone. They are adapted to withstand the disturbance that the mouth and teeth go through, i.e. chewing, eating and grooming.



## Dental Problems

**Plaque:** this is a thin biofilm, formed by bacteria living in the mouth it is an organized structure consisting of organic matter and up to 80% bacteria. The formation of dental plaque starts with a thin layer, called the pellicle, which consists primarily of salivary proteins. Bacteria attach to the pellicle and multiply as well as attracting others to join them, creating micro colonies; these attachments encourage the bacteria to form a slime layer that binds the bacteria together and begins to calcify. This process forms dental tartar.

**Tartar/Calculus:** saliva contains various minerals and these crystallize within the plaque biofilm to form a hard material. Different animals may have different levels of minerals in their saliva, so different pets even living in the same household and eating the same diet can suffer with different levels of built-up tartar.

Tartar is built up in layers and live plaque bacteria or food material become trapped as new layers are formed. The roughness of tartar increases the surface area for the plaque biofilm to develop on.

**Gingivitis:** the plaque biofilm spreads to the gingival sulcus (the small gap between tooth, gum, connective tissue and bone around the roots of teeth). The bacteria change and toxin production is increased due to the lack of oxygen, resulting in inflammation. To begin with, the edge of the gum begins to redden and swell. The real danger is when the inflammation damages the attachment between the tooth and



gum, thus increasing the depth of the gingival sulcus, creating more space for plaque to accumulate. As gingivitis becomes more advanced, the gums tend to bleed.

Dog's saliva has an extremely high pH value, making them less at risk for dental caries (although not other dental diseases). Dental caries are the holes that appear when saliva demineralizes the enamel on teeth.

## Dental Problems

**Periodontal disease:** As gingivitis progresses, some of the damage becomes irreversible. This marks the change from gingivitis to periodontal disease. The fibres of the periodontal ligament are damaged and in time will become lost. The actual bone support to the tooth is also damaged. Cells called osteoclasts begin to eat away at the bone socket, widening it and reducing its height, resulting in teeth becoming loose and then lost. Most commonly, a large section of teeth are affected, but sometimes periodontal disease can be localized, affecting only a couple of teeth at a time.

**Stomatitis:** An inflammation of the mucous lining of the structures in the mouth. This can be caused by many things, including cuts (common in dogs), allergic reactions or dietary deficiencies. However, most commonly it is caused by poor dental hygiene, bacteria from plaque can get inside a small cut, causing an infection leading to swelling. Stomatitis most commonly occurs at the back of the mouth where the upper and lower jaw meet. The area becomes red, swollen and ulcerated. Common symptoms include: weight loss, bad breath, drooling and reluctance to groom.

More than 300 different types of bacteria make up dental plaque



# Development of Teeth

- 🐾 Puppies and kittens are born without teeth. A puppy's "deciduous" teeth will emerge between 6 to 8 weeks, whereas a kitten's teeth will appear at 3 to 6 weeks of age.
- 🐾 Puppies grow 28 deciduous teeth and kittens 26, which they will shed between the ages of 3 and 7 months.
- 🐾 The first teeth to fall out are the incisors, followed by the premolars and canines. Molars do not develop until the rest of the permanent teeth erupt.
- 🐾 While it may be strange to see a kitten chewing, they do this in order to relieve discomfort. Chew toys will help protect your home, and providing them in a variety of textures will prevent boredom as well as soothing dental discomfort, for both kittens and puppies.
- 🐾 By the time a puppy is eight months old, it should have a full set of 42 teeth (some breeds have a slight variation on numbers). A cat should have 30 permanent teeth by the time it is seven months old.
- 🐾 The roots from the deciduous teeth are reabsorbed as the permanent teeth develop underneath them. Sometimes, deciduous teeth are not shed, which can cause problems with tooth alignment. It can also encourage dental disease due to the overcrowding of teeth in the animal's mouth.

- 🐾 Kittens and puppies should have a dental check at eight months to ensure that all deciduous teeth have fallen out; if any deciduous teeth remain, they may have to be removed by a vet.

While it may be tempting to assume that because the deciduous teeth will naturally fall out they do not need looking after, it is important to establish a regular dental care regime with a young pet to make handling easier as they get older (especially with cats, who tend to be more reluctant to let their mouth be examined).



## Step by Step Guide to Brushing Teeth

1

Begin by lifting the pet's lips to expose the teeth, build on this by giving them lots of fuss and praise.



2

Once the pet is used to having their mouth touched on the outside, start running your finger along their teeth.



3

Once the cat or dog is accustomed to having the inside of their mouth touched, introduce them to a toothbrush and toothpaste in a similar way. Start by squeezing a small amount of Toothpaste onto your finger and letting them lick it off (**Beaphar Toothpaste** is liver flavored, so most cats and dogs love it).



4

Once they are used to the taste, introduce the toothbrush by letting them lick the toothpaste off of it.



5

When the cat or dog is comfortable with this, it is time to combine all the elements of training; brush a few teeth at first and gradually build it up until all the teeth can be brushed.

## Step by Step Guide to Brushing Teeth

Introducing a good oral care regime into a cat or dog's life from an early age is a great way to bond, as well as giving an owner the chance to get to know what is normal in their pet's mouth. It also allows them to ensure that all deciduous teeth have fallen out. Additionally, it offers owners the opportunity to check for dental problems and other illnesses that cause symptoms within the mouth, with minimal stress to their pet.

If the pet hasn't been exposed to tooth brushing from an early age on, it's not too late to try: patience is key and you can perhaps offer a healthy treat as positive reinforcement.

Tooth brushing isn't appropriate for all pets; without proper training it can be challenging at best and cats are frequently uncomfortable with this being introduced later on in life. Beaphar has a whole range of dental care products that are super effective and easy to use.



**CLEAN  
PROTECT  
PREVENT**



**Never use human toothpaste on cats and dogs as some of the foaming ingredients can irritate their stomach and make them sick.**

# Beaphar Toothpaste



**Product Code: 15317, 12977, 16010, 15502, 11315 & 15684 (100g)**

## Suitable for Cats and Dogs.

### What is this product for?

Beaphar Toothpaste offers daily protection for a cat or dog's teeth, and its tasty liver flavor makes it popular with both animals.

**Anti-plaque:** various bacteria and proteins from food particles cause plaque to form on teeth. Beaphar Toothpaste contains enzymes that fight bad bacteria and break down plaque.

**Anti-tartar:** any remaining plaque that is not brushed away will combine with calcium to form tartar. This paste contains ingredients that bind to the calcium, preventing tartar formation.

**Liver flavor:** to improve the palatability of the paste, and make brushing more acceptable to your pet, a meaty flavor has been added to the formulation.

### How should this product be used?

- The first time a pet's teeth are brushed, let them familiarize themselves with the paste. Apply a small amount onto your finger, and let them lick it off.
- Then wet the brush and apply a little bit of paste to the bristles and let the pet taste it again.
- Gently raise the upper lip to brush a few teeth. Only brush a few canines and molars during this first treatment. Reassure your pet while doing this in a gentle tone of voice. Build this up until you brush all teeth and the pet is happy with the procedure.
- Make sure fresh drinking water is always available after brushing.

### What is the active ingredient in this product?

Two enzymes in the toothpaste work against plaque formation

- Protease: decomposes the protein matrix of freshly formed dental plaque.
- Glucose Oxidase: glucose is transformed into harmless gluconic acid - this process creates hydrogen peroxide ( $H_2O_2$ ) which is an antibacterial & will kill dental bacteria.

### What else do I need to know?

Tooth brushing takes time and patience as the pet will need to be introduced slowly to having their teeth brushed. Avoid using human toothpaste in dogs and cats as it contains foaming ingredients that may irritate their stomachs. For best results, use with **Beaphar Toothbrush** or **Beaphar Finger Toothbrush**.

Cats use their incisors mainly for grooming, as they are perfect for catching fleas and grooming matted fur.

# Beaphar Tooth Gel



**Product Code: 17323 , 12976, 16011, 15503, 11316 & 15685 (100g)**

## Suitable for Cats and Dogs.

### What is this product for?

Cleans teeth and freshens breath without using a brush!

**Anti-plaque:** various bacteria and proteins from food particles cause plaque to form on cat's and dog's teeth. Beaphar Tooth Gel contains enzymes that fight bad bacteria and break down plaque.

**Anti-tartar:** any remaining plaque that is not brushed away will combine with calcium to form tartar. This gel contains ingredients that bind to the calcium, preventing tartar formation. Enclosed with the Tooth Gel is a nozzle, which makes the gel easy to apply, and will ensure that the cat or dog will quickly get used to this being part of their oral hygiene routine.

### How should this product be used?

- When using the gel for the first time, remove the foil and place the nozzle onto the opening of the tube.
- Apply a thin line of Beaphar Tooth Gel across all of the teeth, working from back to front.
- Do not worry if a spot gets missed as the pet will circulate the gel over its teeth with its tongue.

### What is the active ingredient in this product :

- Protease enzyme: Destroys protein structure of tooth plaque
- Glucose oxidase enzyme: Turns Glucose into hydrogen peroxide which kills the bacteria that is responsible for plaque development.

### What else do I need to know

If the pet already has bad breath **Beaphar Tooth Gel** can be used 2 to 3 times a week.

Cat and dogs tongues are slightly abrasive which helps to clean the inside of their teeth and remove freshly laid down bacteria.

# Beaphar Fresh Breath Spray



**Product Code: 17322 , 12978, 16009, 15501, 11314 & 15683 (150ml)**

## **Suitable for Cats and Dogs.**

### **What is this product for?**

An easy-to-use product that will keep a pet's mouth fresh, and help to keep its teeth clean with no need to brush.

An improvement in the pet's breath should be noticeable within two weeks.

### **How should this product be used?**

- Spray 3 to 4 pumps onto the pet's teeth daily from a distance of 5-10 cm.
- This will encourage him/her to lick the teeth vigorously and will help prevent food from sticking to the teeth, and will fight the bacteria in the mouth that cause bad breath.

### **What is the active ingredient in this product?**

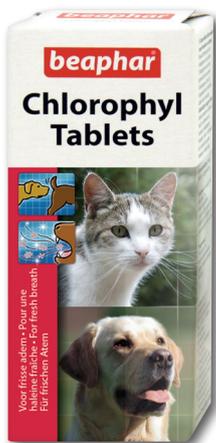
- Protease breaks down the protein structure of plaque.
- Amyloglucosidase converts starch in the food to glucose.
- Glucose Oxidase then breaks down the glucose, producing hydrogen peroxide, which kills plaque-forming bacteria.

### **What else do I need to know?**

Some nervous pets (especially cats) might not like the method by which fresh breath spray is administered. This can be managed by gradual introduction to the product.

To drink effectively cats have to lap at a precise speed. An average house cat drinks at a rate of four laps per second. This results in about 0.1 milliliter of liquid per lap, or about 5 teaspoons a minute.

# Beaphar Chlorophyll Tablets



**Product code: 13706 (30 tabs)**

## Suitable for Cats and Dogs

### What is this product for?

Contains chlorophyll, a natural plant extract that helps in the control of breath odor problems in cats and dogs. Easy to administer and can be crushed with food. One packet contains sufficient tablets for treating a large dog for 10 days, or a cat for 20 days.

### How should this product be used?

- Given directly into the mouth, or mixed (crushed) through the animal's food.

<b>Cats and small/medium sized dogs</b>	1 tablet taken morning and night
<b>Large dogs</b>	2 tablets taken morning and night

### What is the active ingredient in this product?

Chlorophyll is a natural plant extract that helps neutralize bad odors.

### What else do I need to know?

Regular brushing with **Beaphar Toothpaste** is also recommended to keep your pet's breath fresh.



Chlorophyll has been used in human oral care since the 1930's.

# Beaphar Finger Toothbrush



**Product Code: 11327 (pack of 2)**

## **Suitable for Cats and Dogs.**

### **What is this product for?**

Allows for greater accuracy in little mouths.

This great value pack contains two finger brushes with nylon bristles. The finger brushes slip comfortably over the end of the finger allowing closer and accurate teeth cleaning. The brushes can be cleaned easily after use. Their small size makes them ideal for little mouths, and because they slide onto the end of your finger, many dogs and cats find them less intrusive than a long-handled brush.

**Beaphar Finger Toothbrushes** allow owners to get closer to their pet and offer great bonding opportunities as well as helping to steady and calm a nervous pet.

- White color allows easy cleaning, as any debris is clearly visible.
- Nylon bristles reach areas of the tooth that rubber brushes can't reach.

### **How should this product be used?**

- Ensure the pet is as calm as possible before beginning.
- Wet the brush before applying a little **Beaphar Toothpaste** to the bristles.
- Gently brush all the teeth until they are clean.

Oral hygiene should be regarded as part of grooming and should be carried out daily for maximum benefit.

### **What is it made of?**

Sturdy plastic moulded to comfortably fit fingers and soft nylon bristles.

### **What else do I need to know?**

- Ensure each pet has their own toothbrush to prevent cross contamination.
- For larger dogs. The **Beaphar regular Toothbrush** may be more suitable.

**Before toothbrushes were mass produced, many people cleaned their teeth by chewing on twigs. Twigs from the Neem tree are still used in India.**

# Beaphar Toothbrush



**Product Code: 15315, 15311 & 15308**

## Suitable for Cats and Dogs.

### What is this product for?

In combination with Beaphar Toothpaste, this offers an effective and easy to use protection for cat's and dog's teeth. Early plaque formation must be brushed away in order to prevent bad breath and tooth decay.

- The two-ended brush can be used for all sizes and breeds of cats and dogs.
- The handy soft grip makes sure the brush does not slip through hands when brushing. The brush is specially designed to suit the shape of cats and dogs teeth, even in hard to reach areas within the mouth.
- Additionally, the bristles are soft and flexible for optimal protection of the gums.

### How should this product be used?

- The first time the pet's teeth are brushed let them familiarize themselves with the process.
- Wet the brush and apply a little bit of paste to the bristles and let the pet taste it.
- Gently raise the upper lip to brush a few teeth. Only brush a few canines and molars during this first treatment. Reassure the cat or dog while doing this in a gentle tone of voice.
- Build this up until all the teeth can be brushed and the pet is happy with the procedure.
- Ensure fresh drinking water is always available after brushing.

### What is it made of?

Soft rubber gripping makes tooth brushing more precise and two sizes of nylon bristles ensure the toothbrush is suitable for cats and small dogs as well as medium to large dogs.

### What else do I need to know?

- Ensure each pet has their own toothbrush to prevent cross contamination.
- For smaller or nervous dogs, a finger toothbrush may be more suitable.

Dogs' tongues are vital in heat regulation as moisture on the tongue cools instantly. The cooler air is then passed into the respiratory system via the blood.

# Beaphar Tooth Combipack



**Product Code: 15303 , 11312, 15504, 15299 & 16012 (100g) & Toothbrush**

## **Suitable for Cats and Dogs.**

### **What is this product for?**

Contains one tube of **Beaphar Toothpaste**, as well as a **Beaphar Toothbrush**, to offer cost-effective, easy to use protection for a pet's teeth. Early plaque formation must be brushed away in order to prevent bad breath and tooth decay.

This two ended brush, with a handy soft grip, is specially designed to suit the shape of a cat or dog's teeth, and has different lengths of bristle to ensure even hard to reach areas are kept clean. Combined with the tasty liver-flavored toothpaste, this kit provides optimal dental care for pets.

### **How should this product be used?**

- The first time a pet's teeth are brushed, let them familiarize themselves with the paste. Apply a small amount onto a finger, and let them lick it off.
- Then wet the brush and apply a little bit of paste to the bristles and let the pet taste it again.
- Gently raise the upper lip to brush a few teeth. Only brush a few canines and molars during this first treatment. Reassure the animal while doing this in a gentle tone of voice. Build this up until you brush all the teeth and the pet is happy with the procedure.
- Make sure fresh drinking water is always available after brushing.

### **What else do I need to know ?**

- Brushing teeth takes time and patience, pet's will need to be introduced slowly to this kind of grooming.
- Avoid using human toothpaste in dogs as it contains foaming ingredients that may irritate a dog's stomach.
- Ensure each animal has its own toothbrush to prevent the spread of bacteria.

The hair-like structures that make a cat's tongue rough are called papillae and aid in grooming.

# Beaphar Puppy Dental Kit



12476

**Product Code: 17324**  
**(25g & Finger toothbrush)**

## Suitable for Dogs.

### What is this product for?

Brushing from an early age not only encourages puppies to get used to health checking and dental hygiene, but can also help relieve discomfort from teething.

Because puppies lose their deciduous teeth, many people think that they do not need a dental care regime until their permanent teeth come through. However, when puppies, deciduous teeth fall out, they can be left with open sores which will benefit from regular gentle brushing. Food particles can often get stuck and begin to decompose in the mouth if not removed.

### How should this product be used?

- The first time a puppy's teeth are brushed, let them familiarize themselves with the paste. Apply a small amount onto a finger, and let them lick it off.
- Then wet the brush and apply a little bit of paste to the bristles and let the puppy taste it again.
- Gently raise the upper lip to brush a few teeth. Only brush a few canines and molars during this first treatment. Reassure the puppy while doing this in a gentle tone of voice.

- Build this up until the puppy is happy with the procedure and all the teeth can be brushed.
- Make sure fresh drinking water is always available after toothbrushing.

### What is the active ingredient in the product?

Two enzymes in the toothpaste work against plaque formation: **Protease:** decomposes the protein matrix of freshly formed dental plaque **Glucose Oxidase:** glucose is transformed into Hydrogen peroxide, which inhibits bacterial growth, reducing plaque accumulation and gingival inflammation.

The **Finger Toothbrush** is made of sturdy plastic moulded to comfortably fit over a finger with soft nylon bristles for accurate cleaning

### What else do I need to know?

Ensure each pet has their own toothbrush to prevent cross contamination.

Tooth brushing takes time and patience, as the puppy will need to be introduced slowly to having their teeth brushed.

Avoid using human toothpaste in pets as it contains foaming ingredients that may irritate the puppy's stomach. Keep at room temperature and out of reach of children.

# Beaphar Mouthwash



**Product Code: 17321, 12979, 16008, 15500, 11313 & 15682 (250ml)**

**Suitable for Cats and Dogs.**

### **What is this product for?**

Freshens breath and reduces plaque and bacteria which can lead to dental disease. Chlorohexidine lasts longer in the mouth than other treatments, thus making it an effective treatment for gingivitis. Echinacea can also reduce plaque formation as well as "mopping up" persistent odors.

**Hassle Free Oral Care!!!**

### **How should this product be used?**

- Add to the pet's drinking water to counteract bad breath and reduce plaque formation.
- Add 10ml of Beaphar Mouth Wash to every 1000ml of the cat or dog's drinking water daily.

### **What is the active ingredient in this product?**

Chlorohexidine, which reduces plaque and bacteria and has immediate bactericidal action.

### **What else do I need to know?**

There is no need to rinse as the product is safely ingested along with the drinking water safely. One bottle makes up to 25 liters!

Great for pets that aren't used to having their teeth brushed.

The Chow Chow dog is well known for their distinctive blue-black tongues; they're actually born with pink tongues. They turn blue-black at 8-10 weeks of age.

# Beaphar Dental Powder



**Product Code: 10368, 10075 & 10080 (75g)**

**Suitable for Cats and Dogs.**

**What is this product for?**

**Beaphar Dental Powder** compliments a cat or dog's regular dental care regime using a natural and hassle free approach.

**How to use this product?**

Mix the dental powder through the food. If the animal is not used to the taste, start with a smaller dose or spread it out throughout the day.

<b>Cats and small dogs (weighing below 10kg)</b>	½ scoop per day
<b>Medium dogs (10kg – 25kg)</b>	1 scoop per day
<b>Large dogs (weighing over 25kg)</b>	1½ scoops per day

**What is the active ingredient in this product?**

**Beaphar Dental Powder** is a 100% natural brown seaweed that has been ground to a fine powder. Brown seaweed will counteract bad breath by removing its underlying causes, encouraging the body's natural teeth cleaning processes, even after ingestion, as it continues working, being mediated by the blood and/or saliva.

**What else do I need to know?**

Results are normally seen after 3-8 weeks. Sensitive to moisture, store dry.

Up to two thirds of a cat or dog's teeth are hidden below the gum line.

# Beaphar Fresh Breath Easy Treat



**Product Code: 15328 (150g)**

## Suitable for Dogs.

### What is this product for?

**Beaphar Fresh Breath Easy Treats** are tasty treats that are specially formulated to help reduce bad breath in dogs. If the pet has 'doggy breath', it may be caused from a number of issues.

### How should this product be used?

- 1-15 treats daily; around 1 per 5 kg of body weight.

### What is the active ingredient in this product?

These easy to administer treats contain chlorophyll, a natural plant extract that controls odors, even when the smells originate from further down the throat. The treats help against plaque, and have a natural polishing action that helps to clean the teeth.

### What else do I need to know?

**Beaphar Fresh Breath Easy Treat** is a complimentary food supplement for dogs.

Owners may also find it beneficial to brush the dog's teeth twice a week with **Beaphar Toothpaste**, to keep the mouth really clean.

Dogs have about 1,700 taste buds. Humans have approximately 9,000 and cats have around 473.

# Beaphar Dental Easy Treat



**Product Code: 17610 (35g)**

## **Suitable for Cats.**

### **What is this product for?**

Tasty treats that have been specially developed to help keep cat's teeth clean.

Just because treats are used as rewards, doesn't mean they have to be unhealthy. In fact it's a great way to help cats care for their teeth as, without significant training, they can be reluctant to have their teeth brushed.

### **How should this product be used?**

- 1 treat per 3 kg of body weight, to a maximum of 10 per day.

### **What is the active ingredient in this product?**

These easy-to-administer treats are filled with chlorophyll, a natural plant extract that controls odors, even when the smells originate from further down the throat or stomach.

### **What else do I need to know?**

For best results use in conjunction with other dental care products.

Sometimes the first symptom of a fractured tooth (most commonly the upper canine) is excessive sneezing.

# Beaphar Dental Nuggets



Your dog's  
daily **EXTRA** health  
treat, at home or  
on the go!

**Product Code: 13271, 12929 & 16402**  
**(300g, 600g)**

## Suitable for Dogs.

### What is this product for?

Crunchy morsels of goodness for dogs to enjoy and to help keep them happy and healthy. Help to keep teeth clean, gums healthy and breath fresh. The special composition of the nuggets helps to mechanically clean the teeth as the dog enjoys crunching them up. They also contain zinc and sodium polyphosphate to strengthen the teeth and help reduce plaque, and Green Tea Extract for fresh breath.

- Helps keep teeth clean and breath fresh.
- Helps prevent the formation of plaque.
- No added sugar.

### How should this product be used?

**Beaphar Dental Nuggets** are a complementary feed for dogs. For best results, feed 6 nuggets per 10kg body weight each day. Always ensure that the dog has access to fresh drinking water. To avoid unwanted weight gain, ensure that the dog's normal food ration is reduced by a quantity equal to the amount of **Beaphar Dental Nuggets** given. Can be fed in the food or offered as treats/rewards.

### What is the active ingredient in this product?

Zinc and sodium polyphosphate help to strengthen teeth and reduce plaque. Green tea extract will help to keep fresh breath.

### What else do I need to know?

Other nuggets in the range include **Joint Support Nuggets** - to support joint health and movement and **Vitality Nuggets** - to promote health and wellbeing.

Green tea has been shown to lower the acidity of saliva and dental plaque, which can be useful in preventing cavities.

# Tools to help you

- Informative consumer leaflets
- Branded leaflet holders
- Impactful digital banners
- Display stands
- Eye-catching shelf edges & a bus stop

**beaphar**  
Your dog's daily **EXTRA!**  
Crunchy morsels of goodness - at home or on the go  
[www.beaphar.com](http://www.beaphar.com)

**beaphar** **NEW**  
Treating cats to the nutrition they need. At every stage of life.  
[www.beaphar.com](http://www.beaphar.com)

**beaphar**  
Paws up, who's cleaned their teeth?  
**PROTECT PREVENT STOP**

**beaphar**  
**Dental Care**  
Superior Cleaning. Lasting Freshness.  
**PROTECT PREVENT STOP**  
[www.beaphar.co.uk](http://www.beaphar.co.uk)

**Dental check-up**  
**Step-by-step guide to brushing your pet's teeth:**

**Have a healthy smile with beaphar**  
**NEW**  
Beaphar Dental Powder  
Beaphar Dental Paste  
Beaphar Dental Wash  
**PROTECT PREVENT STOP**  
[www.beaphar.co.uk](http://www.beaphar.co.uk)

CODE	PRODUCT	PRICE PER UNIT	UNIT SIZE	STOCKING	ERP
1121	Beaphar Dental Powder	2.99	100g	100	1.99
1122	Beaphar Dental Paste	2.99	100g	100	1.99
1123	Beaphar Dental Wash	2.99	100ml	100	1.99

Passion for Pets

# FAQs

<i>I want to keep my cat and dog's teeth in good condition, but they refuse to let me brush them. Is there anything else I can do to help?</i>	You can try using the <b>Beaphar Tooth Gel</b> . This requires no brushing, you simply apply a line of the enzyme-containing gel along the teeth, and let the pet's rough tongue do all the work. If they object to this, keep them supplied with <b>Beaphar Rawhide Chews, Easy Treats</b> or <b>Dental Nuggets</b> . These will help to keep teeth and gums healthy by providing the means to encourage chewing and saliva production, both of which will go some way to keeping mouths in good condition, whilst building a dental regime.
<i>What's the difference between Beaphar Toothpaste and Beaphar Tooth Gel?</i>	Both products contain enzymes that fight bad bacteria and break down tartar which prevents plaque from forming. The gel is designed for pets who don't really like having their teeth cleaned - you simply apply the gel to the teeth and the animal spreads it around itself with its tongue. Tooth paste offers a more robust defence against gum disease and tooth decay, as the action of actively brushing the teeth also helps to dislodge food particles and remove the bacterial films that go on to form tartar and plaque. <b>Beaphar Toothpaste</b> is also meat-flavored, which makes it readily accepted by pets!
<i>How do I use Beaphar Mouth Wash?</i>	The mouth wash is diluted as per instruction on pack and is ingested through normal drinking. It is perfectly safe to be ingested.
<i>My dog or cat devour their food; I'm concerned that Beaphar Dental Powder won't stay in the mouth long enough to be effective.</i>	The dental powder works after ingestion through absorption into the saliva via the blood.
<i>Why can't I use human toothpaste on my animals?</i>	Foaming ingredients can cause severe sickness in cats and dogs.
<i>How often should I brush my pet's teeth?</i>	Every day is the gold standard, and a small amount of brushing every day will prevent the build up of plaque and formation of tartar, as well as increasing the bond between pet and owner. However, any brushing is better than none, and brushing thoroughly 2-3 times a week should be enough to see a difference in overall oral health.