



For immediate release

HINTS AND TIPS ON MAINTAINING DENTAL HEALTH

Gum disease is the most common condition in adult dogs and affects four out of five dogs over the age of three years. The problem starts when bacteria stick to the surface of your pet's teeth. These bacteria form an off-white sticky layer called plaque, which if not removed, will form a hard, brown coating known as tartar (which can only be removed by a professional dental clean by your vet). The bacteria within this plaque and tartar can attack the gums and cause inflammation of the gum tissue. This inflammation can lead to damage of the supporting structures of the teeth, eventually causing tooth loss.

from _____ has produced some top tips to help you maintain your dog's dental health:

1. It is often difficult to spot the signs of gum disease, but checking your pet's mouth regularly – ideally daily – will help. Keep your eyes open for telltale signs including bad breath (which despite common belief, is not normal for dogs), gradual changes in behaviour, bleeding gums, reluctance or aggression when you try and touch his mouth and only chewing on one side. If you think your pet has gum disease, contact your local vet for an oral health check as soon as possible.
2. Only give your pet toys designed for dogs. Bones, stones, sticks, frisbees, tennis balls and very hard toys and chews can all damage his teeth and gums.
3. Regularly brushing your dog's teeth is a good way to help prevent gum disease and keep your pet's teeth and gums healthy. It is advisable to

introduce brushing slowly, ideally from puppyhood, however it is never too late to teach older dogs! You will need dog toothpaste (without fluoride), a pet toothbrush and water, and brushing should ideally be initiated in stages to enable your dog to get used to the taste of toothpaste and something in his mouth. For maximum protection brush all of his teeth daily.

4. The ideal routine also includes offering your pet a high quality oral care chew every day. Pedigree® DentaStix™ have been scientifically proven to reduce tartar accumulation by up to 80% and are a convenient, low fat addition to your pet's oral care routine.
5. It is advisable that your dog has regular oral health examinations. As part of Oral Care Month in March, we are offering dog owners free dental check-ups and DentaStix™ samples. For details contact us on or for further information on your dog's oral care, please log on to www.uk.pedigree.com.