



**Press release
For immediate release**

DEALING WITH DOG BREATH

'Dog breath' is a clear sign that something inside a dog's mouth is not quite right and could require attention.

Senior partner at _____ in _____ says that gum disease, one of the likely causes of smelly breath in dogs, is the most common health problem in adult dogs. "Around 80% of dogs over the age of three will be affected, yet research shows that only 2% of owners follow a regular dental care regime for their dog," explains _____. "What's more, gum disease can be very painful for dogs."

Fortunately 'dog breath' is very easy to recognise. Many owners will accept the unpleasant odour as being normal, whereas it is a sure sign that harmful bacteria are active in the mouth. Other symptoms that owners should be on the lookout for that indicate there is a problem are red and sore gums, and a reluctance to eat certain foods.

"On noticing any of these symptoms, it is important to do something about it," advises _____. "If nothing is done teeth can be lost, and it is also thought that the harmful bacteria are able to enter the dog's bloodstream leading to problems elsewhere in the body, such as the heart and lungs."

_____ is taking part in the national Oral Care Month initiative being run by Pedigree®. The practice will be offering free doggy dental check-ups for the whole of March. This is a very short and simple procedure that will identify any underlying problems. To book your free dental check, please call to make an

appointment on

To make the most of your free check up, why not use it as the beginning of a regular oral care routine for your dog?

The ideal oral care routine for dogs includes brushing their teeth daily to help prevent the build up of plaque and tartar, and offering oral care chews such as Pedigree DentaStix™. When chewed every day, they can reduce the accumulation of tartar by up to 80%.

Ends

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