



**Press release
For immediate release**

Free dental checks for your dog during Oral Care Month

Gum disease is the most common condition in adult dogs and affects four out of five canines over three years of age, yet only two per cent of owners follow a regular dental care regime for their pets.

With this in mind, _____ in _____ is offering dog owners free dental check-ups and Pedigree® DentaStix™ samples for their pets throughout March as part of Pedigree's Oral Care Month.

Oral Care Month aims to educate owners on the importance of regular dental care. This includes brushing a dog's teeth daily to help prevent the build up of plaque and tartar and offering him chews, such as Pedigree® DentaStix™ which, when chewed every day, have been proven to reduce plaque accumulation by as much as 60% and tartar accumulation by as much as 80%.

_____ from _____ says: "During Oral Care Month we will be informing owners on the telltale signs of gum disease, such as bad breath or fussy eating, which many accept as being normal and offer them advice on preventative measures such as brushing teeth and offering dogs dental chews."

To book a dental check-up, please contact _____ on _____ . For further information on your dog's oral care, please log on to www.uk.pedigree.com.