

Why does my dog's breath smell so bad?

If you think putting up with “dog breath” is just part of owning a dog, think again. Bad breath is not normal. And it's not healthy. **It's often a warning sign of oral disease.**



Regular activities like eating meals can cause plaque to form on your pet's teeth. This plaque must be removed daily or it will begin to form tartar, which will irritate the gums and cause bad breath.

Bad breath is preventable.

Daily plaque removal is key. Regular professional oral care and one GREENIES® Dental Chew a day can help keep your dog's teeth clean and breath fresh for years to come.

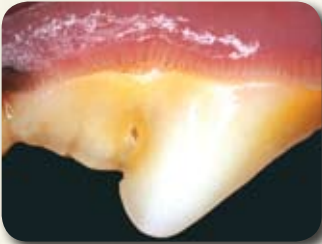


What happens if I ignore my dog's teeth?

Ignored teeth don't just turn yellow or brown. They cause the gums to become diseased, cause pain for your dog and may even cause teeth to become loose.

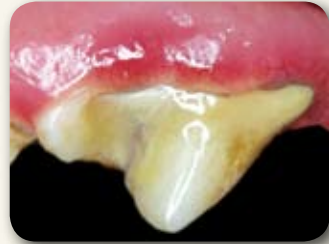
Periodontal disease: An infection that damages the tissue and bones that support the teeth.

Know what to watch for.



Gingivitis:

Plaque and slightly disagreeable mouth odor.



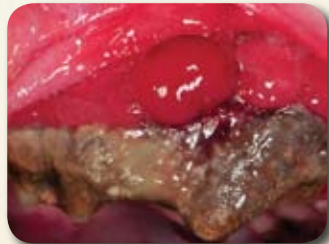
Early periodontal disease:

Gum inflammation, swelling and bad breath.



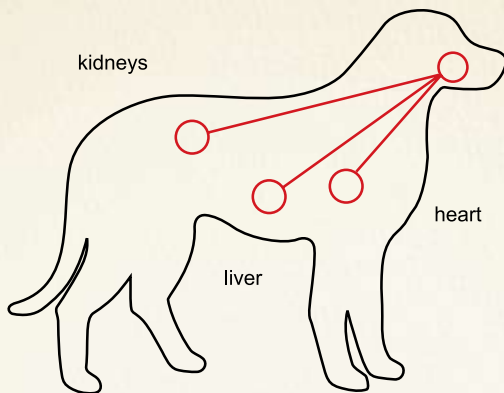
Moderate periodontal disease:

Pustular discharge, bleeding and moderate bad breath.



Advanced periodontal disease:

Bleeding gums, mobile teeth and very bad breath.



It doesn't just affect the mouth.

Dogs suffering from periodontal disease may experience additional problems with internal organs such as the liver, heart and kidneys.¹



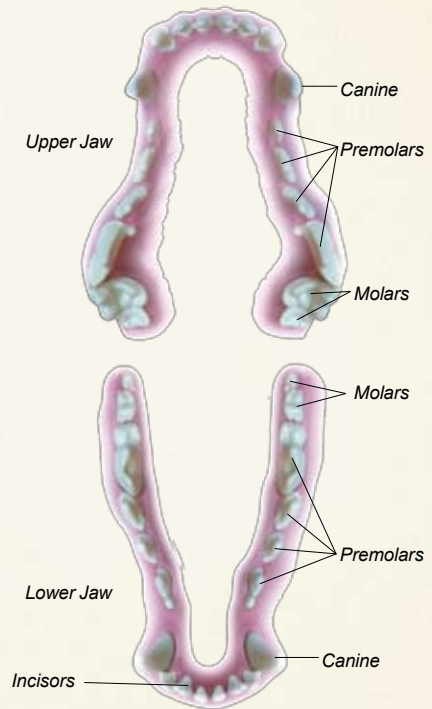
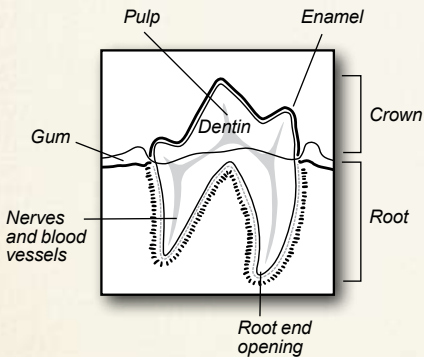
Good oral hygiene can add years to a pet's lifespan.²

¹J Vet Dent 12(2), 57–60, 1996.

²Jan Bellows, DVM, Diplomate American Veterinary Dental College.

Does my dog really need dental care every day?

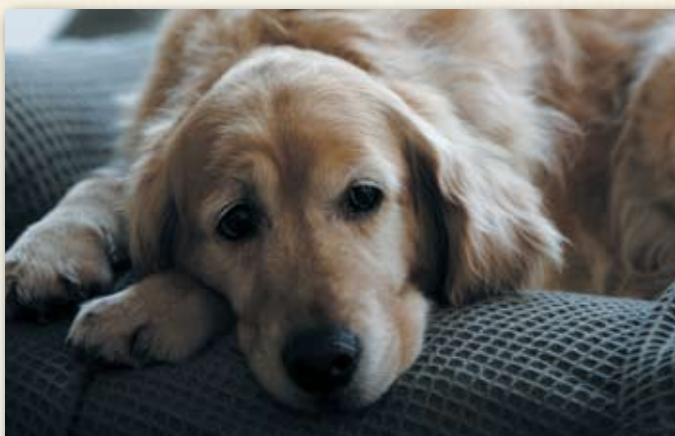
Yes. Your dog's teeth are not that dissimilar from your own. If you wouldn't go more than a day without caring for your own teeth, you shouldn't do so for your dog.



A dog's dental routine should include:

- ✓ Semiannual oral exams
- ✓ Dental brushing as advised
- ✓ One GREENIES® Dental Chew a day

GREENIES® Dental Chews are clinically proven to control plaque and tartar buildup and are accepted by the Veterinary Oral Health Council.



80% of dogs show signs of oral disease by age three.³

Small dogs are at high risk because they live longer and their teeth are packed together in a smaller space. But oral disease can affect dogs of all sizes and breeds. Be sure to watch for warning signs such as bad breath, bleeding gums, sensitivity around the mouth and difficulty chewing or eating.

Start performing daily dental care with puppies, or as early as possible.



³American Veterinary Medical Association

Can dogs break their teeth like people do?

Dogs love to chew. Some enjoy bones. Others like shoes. But chewing the wrong things can be harmful to your dog's health and their teeth.



Pets often break teeth by chewing on objects like:

- Cow and horse hooves
- Hard toys or nylon bones
- Chain-link fences
- Ice cubes

Inspect all toys and treats before giving them to your pet. Choose pliable toys, avoid playing tug of war and give treats approved by the Veterinary Oral Health Council.



Common fractures



Enamel infraction



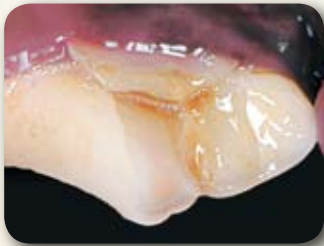
Enamel fracture



Uncomplicated crown fracture



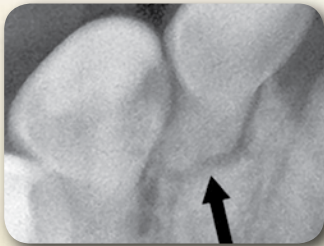
Complicated crown fracture



Uncomplicated crown-root fracture



Complicated crown-root fracture



Root fracture

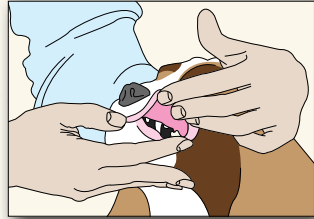
If you suspect that your pet has a fractured tooth, please contact your veterinarian immediately.

How do you brush a dog's teeth?

As silly as it may sound, brushing your dog's teeth is a daily responsibility, just like walking and feeding. Try this technique with your dog at home.

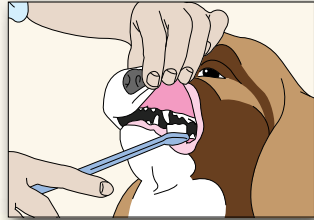
1. Gently lift your dog's lip.

When calm, allow a taste of the toothpaste. **Only use toothpaste made for pets.**



2. Use a circular brush motion.

Hold the brush at a 45-degree angle and brush each tooth.



3. Reward your dog.

Once finished, reinforce with treats or praise.



An easier alternative

Let's face it. Most pets don't line up to get their teeth brushed. If your dog is unwilling to cooperate or you want an oral care solution your pet will love, consider daily dental chews.

Learn more at greenies.com.

Why does my cat's breath smell so bad?

If you think putting up with bad breath is just part of owning a cat, think again. Bad breath is not normal. And it's not healthy. **It's often a warning sign of oral disease.**



Regular activities like eating meals can cause plaque to form on your cat's teeth. This plaque must be removed daily or it will begin to form tartar, which will irritate the gums and cause bad breath.

Bad breath is preventable.

Removing plaque is key. Regular professional oral care and daily FELINE GREENIES® Dental Treats can help keep your cat's teeth clean and breath fresh for years to come.



What happens if I ignore my cat's teeth?

Ignored teeth don't just turn yellow or brown. They cause the gums to become diseased, cause pain for your cat and may even cause teeth to become loose.

Periodontal disease: An infection that damages the tissue and bones that support the teeth.

Know what to watch for.



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Early periodontal disease:

Gum inflammation, swelling and moderate bad breath.



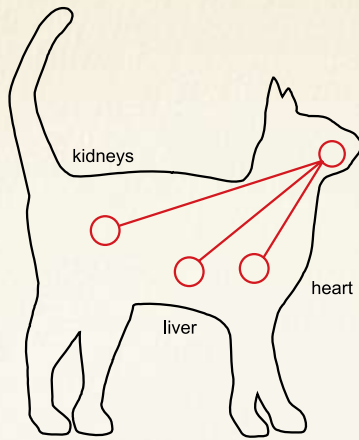
Moderate periodontal disease:

Pustular discharge, bleeding and bad breath.



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Bleeding gums, mobile teeth and very bad breath.



It doesn't just affect the mouth.

Animals suffering from periodontal disease may experience additional problems with internal organs such as the liver, heart and kidneys.¹



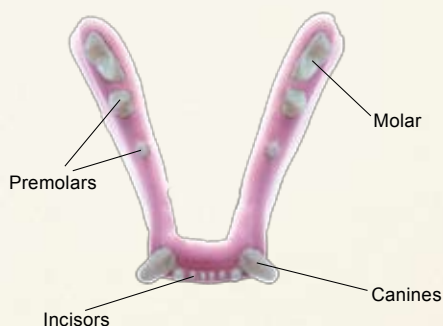
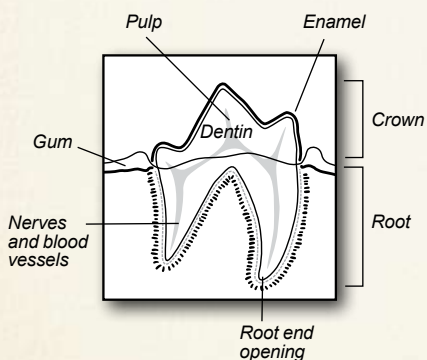
Good oral hygiene can add years to a pet's lifespan.²

¹J Vet Dent 12(2), 57–60, 1996.

²Jan Bellows, DVM, Diplomate American Veterinary Dental College. All Pets Dental, Weston, Florida.

Does my cat really need dental care every day?

Yes. Sure cats' teeth are small, but they're not that different from your own. If you wouldn't go more than a day without caring for your own teeth, you shouldn't do so for your pet.



A cat's dental routine should include:

- ✓ Semiannual oral exams
- ✓ Dental brushing as advised
- ✓ FELINE GREENIES® Dental Treats twice a day

FELINE GREENIES® Dental Treats help control plaque and tartar buildup and are 100% nutritionally complete and balanced for adult cats.



70% of cats show signs of oral disease by age three.³

Be sure to watch for warning signs such as bad breath, bleeding gums, sensitivity around the mouth and difficulty chewing or eating.

Start performing daily dental care with kittens, or as early as possible.



³American Veterinary Medical Association

Why do some cats lose teeth as they get older?

Cats use their teeth like humans use fingers. Losing a tooth to them is a big deal. Yet, cats are prone to lesions that erode their teeth over time.



Tooth resorption

Tooth resorption frequently begins below the gum line. Without professional veterinary oral care, you may not know there's a problem until your cat's teeth are seriously damaged.



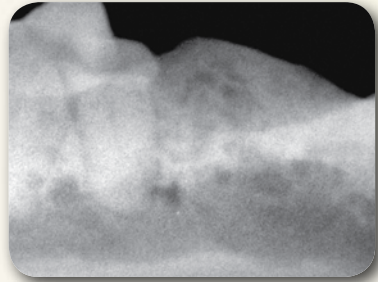
Stage 2



Stage 3



Stage 4



Stage 5

Up to 70% of mature cats may be affected by tooth resorption.⁴

Signs of tooth resorption:

- Irritability or aggressiveness
- Drooling
- Changes in appetite
- Difficulty eating

Unfortunately, most cats show no physical signs of tooth resorption.

⁴Jan Bellows, DVM, *Feline Dentistry*, Blackwell Press 2010. p 115.

How on earth do you brush a cat's teeth?

As impossible as it may sound, brushing your cat's teeth is a daily responsibility, just like feeding. Try this technique with your cat at home.

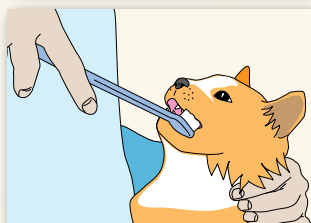
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3. Reward your cat.

Once finished, reinforce with treats or praise.



An easier alternative

Let's face it. Most cats aren't fond of having their mouths touched. If your cat is unwilling to cooperate or you want an oral care solution your pet will love, consider dental treats.



Learn more at greenies.com.