Learn How to Protect Your Dog’s Teeth with Easy Habits
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with Easy Habits

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This tournament season, GREENIES™, America's #1 dog dental treat brand, is teaming up with UConn Huskies basketball to empower pet parents to be the ultimate defense for their dog's dental health. With a staggering 80% of dogs showing signs of dental disease by age 3*, which if overlooked, can lead to pain, disease, and impact on their overall wellbeing, the brand is spotlighting dog dental health on college basketball's biggest stage – making champion-level dog dental care easy and accessible for every fan.

The GREENIES brand is calling on fans nationwide to pledge to "Be Your Dog's Mouthguard"– a movement for pet parents to help protect their dog's teeth, just as their favorite basketball players do, both on and off the court. Beginning today, fans can visit GreeniesBeYourDogsMouthguard.com(open in new tab) to take the pledge, and if either of the UConn Men's or Women's basketball teams wins the national championship, pledge-takers will win big with free GREENIES Dog Dental Treats (terms apply).

In a powerhouse partnership with basketball icon Diana Taurasi and the storied UConn Huskies program, the GREENIES brand is tapping into the heart of the fandom to make at-home dental care a win for dogs everywhere. Even Jonathan, the legendary costumed UConn Huskies mascot, will be sporting a custom GREENIES Mouthguard as a reminder that every champion needs to protect their teeth.

"As a former Husky, I know what loyalty and dedication look like," said **former WNBA star and 3-time UConn champion Diana Taurasi.** "That's why I'm teaming up with the GREENIES brand to challenge fans to bring the same winning energy they have for their teams to protect their dog's dental health. This March, during college basketball's biggest moment, we're calling on everyone to step up and 'Be Your Dog's Mouthguard.'"

GREENIES Dog Dental Treats fight plaque and tartar buildup, freshen breath, and support healthy gums and teeth, which, when added to your pet's daily routine, can help improve your dog's dental hygiene to support their oral and overall health. Your pet's wellness routine shouldn't be hard – GREENIES products make supporting health a priority.

"Defense is essential for winning championships, and that matters at home, too," said **Mindy Barry, Chief Marketing Officer, Mars Pet Nutrition North America**. "If we can use this moment with the UConn Huskies to rally pet parents around their dog's dental care the same way they rally behind their favorite teams, we're doing something meaningful for dogs everywhere."

This March, pet parents can add dental defense to their dog's daily playbook. They can also explore GREENIES Canine Dental Check, an AI-powered tool that helps monitor a dog's dental health using a simple smartphone photo, making it easier than ever to stay on top of their oral care between vet visits. For more information on the GREENIES brand or to take the pledge, visit Greenies.com and follow GREENIES on Instagram(open in new tab), TikTok(open in new tab), Facebook(open in new tab), and YouTube(open in new tab).

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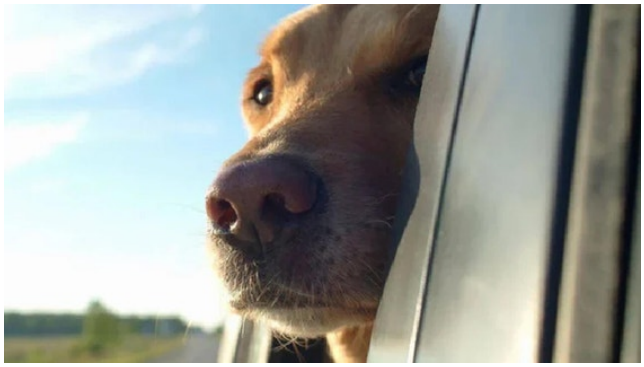
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Our international networks of pet hospitals, including BANFIELD™, BLUEPEARL™, VCA™ and ANICURA™ span preventive, general, specialty, and emergency veterinary care, and our global veterinary diagnostics business ANTECH® offers breakthrough capabilities in pet diagnostics.

The Mars Five Principles — Quality, Responsibility, Mutuality, Efficiency and Freedom — inspire our more than 170,000 Associates to act every day to help create a better world for people, pets and the planet.

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