

— THE — DUAL-ACTION DIFFERENCE



+ **Helps Remove Existing Plaque**
Through Mechanical Action

✕ **Creates a Protective Barrier**
to Prevent Bacterial Attachment

♥ Oral care that's **EASY TO GIVE**, because **DOGS LOVE THE TASTE**.¹

**ORAVET® Dental Hygiene Chews are clinically shown
to combat plaque, calculus, and halitosis.²**

1

When a dog sinks their teeth into an **ORAVET® Dental Hygiene Chew**, the **scrubbing action** helps remove existing plaque.

2

As the dog chews, the **ORAVET** chew releases **delpinopol hydrochloride**, an ingredient used for years in human oral care rinses.²

3

The delpinopol creates a protective barrier that **prevents bacterial attachment**.

4

When given daily, **ORAVET** Dental Hygiene Chews significantly **reduce plaque and calculus buildup** and provide halitosis control.

**sound
byte**

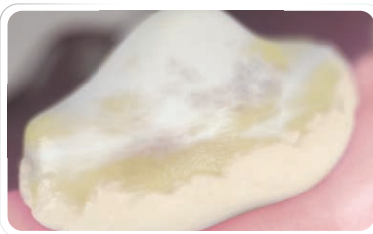


**Boehringer
Ingelheim**

— COMBAT PLAQUE, CALCULUS, & HALITOSIS — WHERE THEY START



Salivary pellicle forms, bacteria attach to the pellicle.



Bacteria colonize, forming a plaque biofilm.



The plaque hardens into calculus, halitosis develops.

DELMOPINOL INTERRUPTS Plaque and Halitosis Development:^{3,5}

Inhibits bacterial attachment to the pellicle



Creates a protective barrier on teeth to help prevent plaque buildup



Disrupts plaque matrix; preventing new bacteria from adhering to teeth



Extra Small
3.5-9 lbs



Small
10-24 lbs



Medium
25-50 lbs



Large
Over 50 lbs

Available in 4 Sizes, in 14-count and 30-count Packs.
For use in dogs 6 months of age and older.

sound byte

CHECK-OFF &
ECHO NOTES

Qualify:

Ms. Jones, it looks like Daffodil is suffering from bad breath. Can we talk about what your current at-home dental care routine is for her?

Or in a Follow-Up Visit:

Right before our dental cleaning, you mentioned that you sometimes find it difficult to brush Daffodil's teeth. One way to help that is with an easy-to-give option for at-home dental care.

State the Issue

Plaque, calculus, and halitosis are the result of the progression of plaque buildup in your dog's mouth. It's just like when we don't brush our teeth—the bacterial buildup can lead to conditions that can cause poor oral health.

Make Your Recommendation

In situations like this you can help prevent bacterial attachment with OraVet® Dental Hygiene Chews. When a dog bites into them, the chewing action helps remove existing plaque, and delmopinol contained in the chew creates a protective barrier around the teeth that prevents future bacterial attachment. Plus, they're easy to give because dogs love the taste. Do you have any questions?

1. Data on file at Boehringer Ingelheim.

2. Data on file at Boehringer Ingelheim.

3. Vassilakos N, Arnebrant T, Rundegren J. In vitro interactions of delmopinol hydrochloride with salivary films adsorbed at solid/liquid interfaces. *Caries Res.* 1993;27:176-182.

4. Steinberg D, Beeman D, Bowen W. The effect of delmopinol on glucosyltransferase adsorbed on to saliva-coated hydroxyapatite. *Archs Oral Biol.* 1992;37:33-38.

5. Rundegren J, Arnebrant T. Effect of delmopinol on the viscosity of extracellular glucans produced by *Streptococcus mutans*. *Caries Res.* 1992;26(4):281-285.

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