

# TheraBreath

The World's #1  
Premium  
Oral Care Brand

## Complete Oral Health for Your Pet

- the causes of bad breath in pets
- oral disease prevention
- help your pets live longer
- spotting danger signs

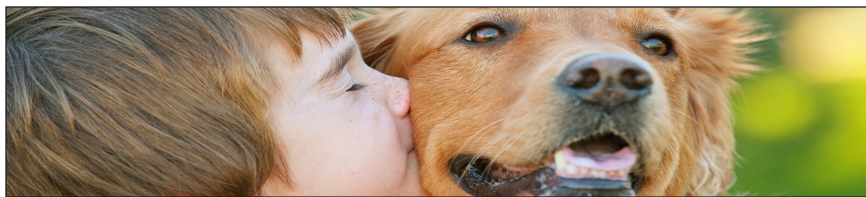


***Dr. Katz for Dogs & Cats Oral Solution***

***Veterinarian Recommended • 100% Natural***

***Fresh Breath • Cleaner Teeth • Tartar Control***

***Healthy Gums • Prevents Tooth Decay***



## Why Create a Mouthwash for Dogs & Cats?

Back in 1994, I created the therapy that eventually became recognized internationally as the most effective way to stop bad breath in humans (The TheraBreath System). We received quite a bit of publicity as soon as the media took notice that we were the first company that decided to tackle this misunderstood problem on a full time basis. Within a few weeks, newspapers and magazines contacted us to get more information.

Surprisingly, the letter below was one of the first we received:

*Dear Dr. Katz:*

*Help! My 2 Pomeranians have terrible breath, but no veterinarian can ever find the cause. Their teeth, gums, digestive systems are perfectly healthy. They eat IAMS Mini Chunks and drink only fresh water. And they do not have problems with gas. They are not caprophagic and they don't take medications.*

*I've tried all kinds of enzymatic additives (such as the chlorophyll type and others) from pet catalogs and they are supposed to make the odor go away, but it doesn't work. BreathAsure for Dogs doesn't work either. Constantly chewing rawhide doesn't work. Will your products work? They weigh 4 and 7 pounds.*

*E.M. — Palo Alto, CA*

Well, I sent E.M. a bottle of our oral rinse and a tube of our toothpaste and sure enough, 2 weeks later I got the following response:

*Dear Dr. Katz:*

*THANK YOU! My 2 Poms thank you and I thank you! I don't know how you did it, but my 2 dogs do not have "dog breath" anymore. I am going to start using your products on my Golden Retriever tomorrow, because he's getting a bit older and his breath is not that great either.*

*What do you know that veterinarians don't know? I hope this leads you to produce these products for dogs on a regular basis.*

## The Importance of Oral Care for Pets



**Oral Health Therapy** for your pet is more crucial to the life of your pet than oral health therapy for me and you! YES, you read correctly! This is because your pets cannot fend for themselves. They already have your love - they also need your help. It is important that you do everything you can to make sure they are at optimal health. Since dogs and cats cannot floss or brush their own teeth (well, I haven't seen it yet!), you need to take control of the situation.

**It is extremely difficult to restore a pet's teeth and mouth.** We think nothing of going to the dentist for a regular cleaning or to restore a decayed tooth—or even to replace a lost tooth with a bridge or other restoration.

On the other hand, your pet must hold on to every tooth possible. Similarly, their gums must be in excellent shape in order to maintain the bone that surrounds the roots of their teeth, so that they don't lose their teeth to gum disease. Tooth loss in dogs and cats happens much too often. The same goes for humans—gum disease and the ensuing bone loss is an epidemic! An avalanche of new studies confirm the relationship between gum disease, heart attacks, strokes, premature low birth weight babies, pneumonia and a slew of other life-threatening diseases. **YOU must take care of them yourself—your pet relies on you! Don't let them down.**

## What Causes Bad Breath in Pets

**Bad Breath in pets** is just like bad breath in humans. It is caused by “anaerobic” bacteria that produce Volatile Sulfur Compounds as part of their natural ability to break down proteins in food and saliva. In a healthy mouth, oxygen-rich saliva controls the situation because oxygen prevents the odors from reaching a detectable level. When the mouth becomes dry, either naturally or due to changes in the oral environment, the natural protection is lost and bad breath quickly follows.

More importantly, in dogs and cats, the start of bad breath is a sign that periodontal disease (gum disease) may be on the way. **Gum disease is the most diagnosed problem in dogs and cats and nearly always leads to tooth loss.** Once that happens your pet cannot eat properly and their health may start to deteriorate rapidly.

Before your pet reaches the age of four, 80% of all dogs and 70% of all cats will show signs of dental disease. Furthermore, just as in humans, when oral bacteria start to have access to interior organs through weak and bleeding gums, more serious problems, such as heart, lung, and kidney disease may follow.

## **Signs of Gum Disease in Your Pet**

- Bad, stale breath
- Missing or broken teeth
- Loose teeth
- Bleeding or swollen gums
- Persistent yellow or brown teeth
- Any unusual growths
- Avoidance of chew toys, chewing bones, or drinking cold water
- Receding gums
- Signs of tartar and plaque buildup
- Any signs of pus or drainage

## **How to Check if Your Pet has Periodontal Disease**

- Pick a quiet place where your pet won't be disturbed by noise or distractions.
- Take your time and be very gentle
- For the left side molars: Place index finger of left hand on top of muzzle and place left thumb below bottom jaw to prevent your pet from opening their jaw.
- Lift their lips open with right index finger and thumb
- Examine the gum area around the back molars for plaque & tartar
- To check for loose teeth, gently press each tooth
- To check the front teeth, separate upper and lower lips with thumbs and index finger, looking for redness (inflammation or infections) where the gums meet the teeth.
- Repeat same steps on the right side

## How Can This Problem Be Stopped?



**The answer is** Dr. Katz for Dogs & Cats Oral Solution. Here's why it's so effective, easy-to-use, and safe:

The formula is designed so that **oxygenation takes place each and every time the oral solution enters your pet's mouth.** It's so simple to use; you just pour the solution into your pet's water bowl or you can purchase our handy sprayer and just spray directly into your pet's mouth.

The formula's **oxygenating activity** instantly changes the environment in which the bacteria live. Once oxygen is present, the anaerobic, sulfur-producing bacteria can no longer produce the Volatile Sulfur Compounds found in bad breath and/or gum disease.

### Instructions for Use

There are 2 proven ways to use Dr. Katz for Dogs & Cats Oral Solution. You may do either or both:

- 1. Add it to your dog or cat's drinking water** - Use 2 capfuls of oral solution for every cup of water in your pet's water bowl. It can be safely used in this manner 2-3 times daily.
- 2. Spray the solution directly into your pet's mouth** - Attach a spray pump to the bottle and spray the oral solution straight into your pet's mouth. Two sprays, twice daily will provide the best results.

### Ingredients

Purified Water (Aqua), Oxyd-8® (Proprietary Stabilized Oxychlor Complexes), PEG-40, Hydrogenated Castor Oil, Sodium Benzoate, Sodium Bicarbonate, Potassium Sorbate, Tetrasodium EDTA, Citric Acid, Sodium Hydroxide.



## Your Pet's Long Term Health Depends on Their Oral Hygiene - and YOU

*Portions of the following appeared in the August 2002 Dog World Magazine, in an article written by T. J. Dunn, Jr. DVM.*

**Ask yourself the following question** (and answer it honestly). How many times have you looked into your pet's mouth? Remember—I said you have to be honest!

According to leading veterinarians, most pet owners never take a good look inside their pet's mouth. That's a shame because **studies show that over 80 percent of dogs have significant oral disease—and the same probably goes for cats, too.**

Every day veterinarians are presented with patients for routine vaccinations or other minor afflictions whose oral health status is truly cause for alarm. Upon displaying the pet's loose teeth, sore and infected gums, and rotting tooth sockets to the pet's owner, the response is usually one of surprise and shock.

The common denominator in almost all cases of severe chronic oral disease in dogs and cats is bad breath. You may just laugh it off with comments such as I hate when my dog kisses me, but it's no laughing matter, especially since your pet can't do anything about it themselves.

**We want the best for our pets.** We provide them with healthy nutrition, a nice, warm, safe home and constant attention. Why would you allow a bacterial breeding ground and their associated toxins to have such a negative impact on the daily lives of your pet?

Partly because the mouth is warm, moist and has significant nutrients present for organisms to grow on, the oral cavity of pets is a perfect incubator for all kinds of bacteria. Most are normal and natural but once plaque and calculus form on the teeth the normal microbial flora gets out of balance and if pathogenic organisms proliferate, trouble ensues.



Far too often veterinarians discover during the physical exam that their patient has a foul odor to the breath as a result of generalized periodontitis. But foul breath is a mere shadow of a much more insidious disease process.

Origin of generalized periodontitis seems more common in small breeds of dogs with Dachshunds, Yorkshire Terriers and Miniature Schnauzers leading the pack. Certain conditions in the mouth such as acid/alkali balance, numbers and types of bacteria, amount of physical abrasion over the teeth surfaces and gingival strength all must be in balance for optimal oral health to be present.

David Jones, DVM, Resident in Veterinary Dentistry and Oral Surgery at the School of Veterinary Medicine, University of Wisconsin, Madison, comments on how poor oral hygiene affects a pet. He says “People that have gingivitis and periodontitis report that it is painful. Unfortunately with the majority of pets, neglect is the norm when it comes to the health of the mouth. **When pets are presented for a dental cleaning, often they have substantial gingivitis and periodontitis, and almost certainly have been enduring significant discomfort or pain.** Even if the effects of gingivitis and periodontitis in pets are limited to pain and discomfort it represents an unnecessary deterioration in the quality of life of our pets.”

**Teeth actually need to be exercised!** Pressure on and movement of the teeth help to strengthen the microscopic fibrils, called Sharpeys’ Fibers, that hold the teeth in place in the alveolus (socket). In dogs and cats that gets plenty of “dental exercise” by chewing on hard food or such items as rawhide or chew toys. The teeth and surrounding tissues are mildly stressed. This in turn prompts regeneration of healthy new tissues. Plus, the simultaneous physical abrasion against the teeth scrapes away early plaque that is forming nearly all the time. Get rid of this early plaque and subsequent calculus simply has no chance to form. Calculus buildup creates gumline recession and provides pockets for pus accumulation. Pyorrhea results and **foul breath odor is the signal that something is wrong.**

If the teeth do little work and there is gum line recession, bacteria begin to invade the space between the tooth and gum. Eventually, contamination reaches the delicate Sharpeys fibers and the connections between the teeth and bone are broken. This allows the teeth to loosen, permitting even further organic material and bacteria into the tissues. A vicious cycle of tissue breakdown and infection can plague the dog the rest of its life.

## **Adverse Effects of Poor Oral Hygiene**

According to Jan Bellows DVM, of Hometown Animal Hospital & Dental Clinic in Weston, Florida, and a Diplomate of the American Veterinary Dental College, “The toxins from periodontal disease are absorbed into the pets’s blood stream. As the kidneys, liver, and brain filter the blood, small infections occur causing permanent and, at times, fatal organ damage.

After periodontal disease is treated, and the owners give proper home care, most pets respond wonderfully due to the decreased pain and infection.”

The adverse effects of periodontal disease are due in part, as Dr. Bellows states, to the toxins the bacteria secrete and the damage these toxins cause to delicate kidney, cardiac, and brain tissue. As well, many veterinarians believe that actual bacterial colonies can spread via the circulation and set up housekeeping within the animal’s tissues, commonly in the heart valve areas, kidneys and liver. Far better than extracting teeth, performing gingival flaps, filling erosions or doing root canal procedures, would be to prevent the health damaging periodontal disease in the first place.

## Prevention

**One of the best ways to insure optimum oral health is to provide your pet with a well-balanced, meat-based pet food.** Meat assists in keeping the mouth environment healthy. Actively encouraging your pet to utilize chew treats that require some “exercising” of the teeth, such as is provided by compressed rawhide chewies, hard rubber or nylon chew toys, can assist in keeping the mouth structures vital. Brushing your pet’s teeth can be a big help, too, but needs to be done almost daily.

One study reported in the Journal of Veterinary Dentistry, December, 1996, states “**Tooth-brushing every other day did not maintain clinically healthy gingiva in dogs.** The daily addition of a dental hygiene chew to a regimen of tooth brushing every other day reduced the gingivitis scores and reduced the accumulation of dental deposits (plaque, calculus and stain). Daily tooth-brushing should be the recommendation to the pet owner irrespective of dietary regimen”.

Newer dental care products that include antiseptic impregnated chewies, canine appropriate tooth brushes, and even flavored tooth pastes to “reward” your pet for allowing the brushing, are available online, in any pet supply store or veterinary hospital.

Highly rewarding, too, would be routine oral hygiene visits where under light anesthesia the patient can undergo ultrasonic teeth cleaning, close inspection of teeth and gingiva, and assessment of overall oral health. Addressing problems when they are minor and preventing the health damaging effects of bacterial contamination and systemic toxin release are immeasurably beneficial to your pet’s long-term health status.

The increase in the number of specialists in Veterinary Dentistry such as Dr. Bellows attests to the fact that we pet owners need to pay closer attention to our pet’s oral health status. That begins with the simple task of looking closely at your pet’s mouth. Dr. Bellows sums up the need for optimum oral health throughout a pet’s life by stating, “When a client asks me how long their pet will live, I usually respond 15-17 years if you brush their teeth daily, 11-13 years if you don’t”.



According to the American Veterinary Dental Society (AVDS), 80 percent of dogs show oral disease by age 3, and it is the most common health problem treated in small animal health clinics today. The buildup of bacteria in your pets's mouth may cause more than just bad breath. According to research presented at a recent conference on Companion Animal Oral Health, bacteria are also the cause of oral disease and diseases in other organs of the body like the heart, liver and kidneys.

Just like humans, your pet's teeth are prone to plaque buildup, and when allowed to combine with saliva and residual food between the tooth and gum, plaque turns to tartar. **If plaque and tartar are not removed routinely by your veterinarian, they may cause periodontal disease.**

Gingivitis is an inflammation of the gums most commonly caused by the accumulation of food particles in the crevices between the gums and the teeth main symptom is bleeding, although you may also notice redness, pain and difficulty chewing. If gingivitis is not treated, it may lead to periodontitis.

Periodontitis is a serious infection that spreads to the tissues and bone in which the teeth are rooted, causing loss of the teeth. Unfortunately, this disease is irreversible and may lead to other problems. Broken teeth are a common problem, most commonly caused by aggressive chewing on hard objects.

## **What to Look For:**

- The most common sign of oral disease is **BAD BREATH.**
- Yellow and brown tartar buildup
- Difficulty chewing
- Bleeding gums
- Change in eating habits
- Red inflamed gums
- Pawing at the mouth

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*I love the solution! I have 5 husky/malamutes and I put some in their water daily. I use this stuff like crazy. My two 5 year olds were getting stinky breath despite my best efforts at brushing their teeth. They like to give me "kisses" but it was a smelly experience. I have been using this for about 8 months and it has definitely made a difference. Their breath has dramatically improved to the better. Thank you for such a wonderful product.*

**Stacy M.**

# Veterinary Care



**Veterinary dental knowledge** has grown exponentially in the last few years. Dental technology has also exploded, allowing your pet virtually all of the dental care that you receive including dental implants, braces (to enable a comfortable bite), ultrasonic scaling controlled with microchips, root canals and bonding and brightening.

**Veterinary care should include periodic dental exams**, which are important in order to maintain good oral health. The frequency with which dental examinations should be performed depends on your pet's age:

## **Puppies and Kittens**

The mouth should be examined by your veterinarian upon acquiring your new pet and at every vaccination appointment up to four months of age. A dental exam should be performed again at six months of age. It is important to assess your pet's bite as well as his/her overall oral health. Bite abnormalities can sometimes be corrected by orthodontics before six months of age.

### **1 to 3 Years Old**

At this age, unless you notice problems or your veterinarian has developed a custom exam program due to special circumstances, dental exams should be done annually.

### **4 to 6 Years Old**

If your pet has perfect teeth and you brush them daily, annual exams may suffice, but many dogs in this age range require exams every six months. It is better to have more frequent examinations done and get a clean report card as opposed to finding potentially painful problems later. Toothaches are painful for animals, just like humans, but your pet won't be able to tell you that it hurts.

### **7 Years Old and Up**

Dental examinations should be performed every six months when your pet is seven years of age or older.

## The Dental Exam

Your **veterinarian** can examine your pet's teeth in the exam room if your pet is cooperative and does not have severe dental problems. Full mouth X-rays are usually required because 70 percent of the tooth structure is beneath the gum line and thus is invisible to the naked eye.

Your veterinarian may use a periodontal probe (a blunt probe that is used to check the gum/tooth interface) to search for gum pockets and other problems. He may use it sparingly in cooperative patients; however, a thorough exam may require sedation or anesthesia. He will also examine all soft tissues.

If anesthesia is required, new injectable anesthetics are available which are short-acting (a few minutes), and relatively safe. Additionally, new anesthetic monitors are available to help ensure that the anesthesia is safe.

### Regular Follow-up Care

You can ask about specially formulated foods, such as pet foods that have been developed to enhance oral care by their abrasive action. **Scientific studies have proven that these special diets are beneficial in maintaining oral health.**

**SAVE** When You Purchase Online!



**\$1.49 OFF** every bottle  
of  
**Dr. Katz for Dogs & Cats  
Fresh Breath Oral Solution**

**Use Coupon Code : BDOG149**

**Save \$1.49 on every bottle!**  
When you purchase from [TheraBreath.com](http://TheraBreath.com)  
Simply enter Coupon Code: **BDOG149** at checkout



## for dogs & cats!

*real comments from satisfied pet owners*

I have a mini-dachshund that has very bad breath. I tried Dr. Katz Oral Solution for dogs and cats and it works. Nothing else that we have tried has worked. Thank you for a great product.

*Stephanie K. (Columbus, OH)*

We have a 14 yr old Lab (Sandy)with an auto-immune deficiency. This is just heart breaking for our entire family since Sandy was diagnosed with this condition right after our daddy passed away. Sandy was daddy's dog. She has a great appetite however, and enjoys every food that we give her. Many times we ask Sandy if she also ate the dish since she licks it so much that the dish ends up in other areas of the house. I keep her gums healthy with Dr. Katz's Oral Solution for dogs and cats. The vet will not clean her teeth because he says she would die if she received anesthesia. Sandy's gums would not stay healthy and I don't know what I would do if we didn't have Dr. Katz's Oral Solution and I'm positive she would not have this fantastic appetite.

*Ali S. (Tampa Bay, FL)*

My cat's name is Lucky and she loves to give kisses. The problem was her breath was really bad. After only a couple of days of using the Dr. Katz Oral Solution, I noticed her breath was so much better! I had tried all kinds of products and had even changed her food a couple of times but nothing worked like the Dr. Katz for Dogs and Cats. I thank you and Lucky thanks you.

*Mark E. (Los Angeles, CA)*

## How to Order

call us toll free at **1-800-97FRESH**

or visit us online at **[www.therabreath.com](http://www.therabreath.com)**

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