

ORAL PROBLEMS?

ORAL SOLUTION!



MAXI/GUARD® OraZn®

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- Maintaining oral health
- Challenging pet acceptance cases
- Pre and post prophylaxis for all pets
- Reduces the deposition of plaque
- Helps reduce gingival inflammation
- Neutralizes offensive mouth odors
- Taste free
- Unmatched client compliance

Addison Biological Laboratory, Inc., (800) 331-2530 www.addisonlabs.com





OraZn

MAXI/GUARD® OraZn®

- Helps reduce gingival inflammation¹
- Reduces the deposition of plaque²
- Neutralizes offensive mouth odors³
- Superior pet acceptance

Most Common Questions about MAXI/GUARD® OraZn®

1) What is OraZn?

MAXI/GUARD OraZn is the first home dental care product for dogs, cats, and exotics offering neutralized zinc (pH 7) in hydrogel form. Neutralized zinc is a combination of select amino acids and zinc. Taurine and zinc gluconate form a complex bond that inhibits the precipitation of zinc in the neutral pH (6.8-7.2) range and the hydrogel adds mucoadhesion. In this narrow pH range an oral zinc preparation delivers increased bioavailability. Many veterinarians have experienced the unique topical benefits of Zn7® Derm. Zn7 is one of today's most popular dermatological topicals. OraZn is Zn7 for the oral cavity. OraZn is packaged in 2 oz. soft squeeze bottles with built-in applicator tips.

2) How does neutralized zinc benefit the oral cavity?

Zinc is an essential trace element and a component of about 300 metallo-enzyme systems. Many of these enzymes play key roles in extra-cellular matrix remodeling, gingival healing, connective tissue repair, inflammation and cell proliferation for repair processes. With increased bioavailability, the zinc readily permeates plaque and oxidizes anaerobic bacteria. Taurine chelates with sulfur compounds and absorbs malodorous activity eliminating halitosis.

3) In what home dental care situations should I consider dispensing OraZn?

OraZn's neutral pH (clean and natural) and taste free delivery are home dental care compliance builders. Having no requirement to brush, this product is ideal for increasing pet acceptance and building client loyalty. It helps control gingivitis, plaque and halitosis especially well in cats, dogs, exotics and any difficult compliance cases.

4) Is OraZn safe for long term home dental care?

Zinc has a very wide margin of safety. Cats and dogs require a certain amount of zinc from their diet daily. A healthy pet can consume daily recommended amounts of OraZn or MAXI/GUARD Oral Cleansing Gel without harm. Any excess zinc entering the body is excreted back into the GI tract while a smaller fraction is excreted by the kidneys.

5) How do I apply OraZn?

With cats use a pea sized droplet from your finger tip, gauze pad or swab. Simply rub this amount of gel onto the gum areas above the outside back upper molars on each side of the mouth. A gentle bathing action will distribute the neutralized zinc gel to remote areas of the mouth. Use slightly more for small dogs. Daily application is preferred and the product is easy to apply.

6) Published veterinary dental research has demonstrated that regular chlorhexidine use can increase the rate of mineralization of plaque (calculus formation), stain the teeth brown, and decrease the patient's sense of taste. Does OraZn contain chlorhexidine?

OraZn does not contain chlorhexidine. Both OraZn and MAXI/GUARD Oral Gel are chlorhexidine free.

7) Which product should I keep in stock - OraZn or MAXI/GUARD Oral Gel?

Both MAXI/GUARD Oral Gel and OraZn should be stocked to assure you are offering the most effective and most acceptable product available for your various home care dental situations. Please consider dispensing MAXI/GUARD Oral Gel in post-surgical and advanced periodontal cases where healing is paramount. Also continue to use MAXI/GUARD Oral Gel in client situations where good acceptance to this product has been demonstrated and compliance is not a problem.

MAXI/GUARD®

1. Lobprise, H.B., DVM, Dipl. AVDC; Small Animal Dentistry; 296

2. Clarke, D., DVM; J Vent Dent 18(4); 177-183, 2001

3. Bellows, J., DVM; Small Animal Dental Equipment, Materials and Technique; 165

