

# MAXI/GUARD® Practice Tips

## MAXI/GUARD® OraZn® & Oral Cleansing Gel

### Show your clients the proper application of MAXI/GUARD before dispensing.

This simple demonstration takes only a few seconds and will insure that your clients apply the product in a way that is acceptable to their pet. Please inform your clients that this is a very concentrated product and using too much may cause poor pet acceptance. Veterinarians who provide this demonstration will have a much higher resale with MAXI/GUARD.

### Automatically add MAXI/GUARD to the invoice of every dental prophy.

You are already doing this with antibiotics and other products after surgeries, so why not dentals? Explain that MAXI/GUARD benefits their pet's mouth after the prophy and maintains good oral health for the life of their pet. By doing this, you are positioning the product as your prescribed home care dental product. You are guaranteed to sell a bottle of MAXI/GUARD with every dental!

### Dispense a mixed bottle of MAXI/GUARD Gel into four 1 oz bottles (Boston Rounds).

This allows you to reach those clients that resist the suggested retail price. Price the 1 ounce bottle the same price that you pay for the 4 ounce bottle. After you have sold the first bottle, you have three to sell for profit! The 1 ounce bottle provides the client with about a 45 day supply.

### Dispense MAXI/GUARD Gel for use prior to a prophy.

Send some MAXI/GUARD Oral Cleansing Gel prior to the prophy. This will help prepare the pet's mouth for the prophy and may reduce the length of time for the procedure.

### MAXI/GUARD dental products contain no alcohol or chlorhexidine.

Chlorhexidine is an excellent disinfectant and appropriate for short term use; however, studies have shown these products stain teeth, increase the rate of mineralization of plaque and may cause desensitization of the taste buds.\* Avoid the side effects of chlorhexidine products by replacing them with MAXI/GUARD.

### Utilize leftover micro-pipettes as a convenient applicator of MAXI/GUARD.

Utilize Q-Tips or leftover micro-pipettes as a convenient applicator for pet owners as an alternative to using their finger. Pets readily accept these applicators.

\* Home Care Products/Evaluating the Claims; Fraser Hale, DVM, FAVD, Dip AVDC

- Stomatitis (mouth rot)
- Oral ulcers (cat in renal failure)
- Sinus inflammation (avian)
- Post surgery
- Plaque reduction
- Maintains a moist oral environment for intubated or post surgery patients.





# MAXI/GUARD® Oral Cleansing Gel and OraZn® works...

## Before Prophyls!

"We have been dispensing MAXI/GUARD for use 7-10 days prior to prophylactic cleaning on all cats, especially those with gingivitis. It has greatly reduced the amount of hemorrhage during the cleaning due to an improvement of the health of the gingiva."

–George L. Wood Jr., DVM • Selma, Alabama

## On Bad Breath!

"For years I have tried a multitude of products to improve the breath on my Min Pin, Skeeter. At your suggestion I tried MAXI/GUARD by placing one drop on my index finger and rubbing his upper gumline, especially the molar area. His doggy breath is gone and I am no longer repulsed when he performs his exuberant greetings by licking my face."

–Jack L. Stephens, DVM • Boise, Idaho

"Our two dogs have had bad breath for all of their lives and we have tried numerous diets and even brushing their teeth. Nothing has ever worked completely until now. Your product seems to be the ticket."

–Paula L. Purdue, Pet Owner • Norfolk, Virginia



## Without Pet Acceptance Problems!

"One elderly lady was excited about not having to beg her neighbor to sit on her Rottweiler while she brushed his teeth. I see many clients smile with relief when I show them the simplicity of its use, and I know many of my patients are finally receiving at-home dental cleaning as a part of their daily care."

–Kristin Bartusek, Technician • Mesa, Arizona

## On Exotics!

"I have found that the gel is invaluable in resolving and managing stomatitis in iguanas and snakes. I have noticed that by adding the gel to the protocol, the animal does not need to be on antibiotics for as long a time - in fact, in a lot of cases, I have not used antibiotics at all and have seen complete resolution."

–Michael Doolen, DVM • Oakhurst, New Jersey

## On Horses!

"I also dispense Oral Gel to owners with horses that have bit sores. It seems to give the horse almost immediate relief from discomfort which allows continued training while the lesions heal. There is no product on the market (human or veterinary) that I have found that performs as well on oral lesions as MAXI/GUARD Gel."

–Jack Easley, DVM, MS • Shelbyville, Kentucky