

Proper oral care begins with your veterinarian

Regular visits to your veterinarian provide you with the best guarantee that your pet's health is sound. However, you can supplement these visits to the veterinarian with examination of your pet's mouth and regular use of **MAXI/GUARD** Oral Cleansing Gel, **MAXI/GUARD** OraZn or new **MAXI/GUARD** Oral Cleansing Wipes.

MAXI/GUARD oral care products may be administered easily in different ways. Cats may require finger, finger brush, swab or wipe application. Other pets may accept the product directly from the bottle applicator tip or by applying with a toothbrush. Choose the method that makes it easiest for you and your pet to engage in a regular and pleasant program of oral cleansing.

Prevention and Maintenance

You can virtually assure yourself of your pet's good oral health if you will follow these suggestions: regular checkups and removal of plaque and tartar by your veterinarian; periodic checks of the pet's mouth for bad breath and discolored, inflamed gums; a diet which generally avoids soft or sticky foods; and daily use of **MAXI/GUARD** oral care products.



MAXI/GUARD OraZn®, **MAXI/GUARD** Oral Cleansing Gel, **MAXI/GUARD** Oral Cleansing Wipes

MAXI/GUARD OraZn® is an easy solution for difficult pet acceptance problems. OraZn features a neutral pH and a truly taste free application. OraZn is ideal for maintaining the oral health of dogs and cats.

MAXI/GUARD Oral Cleansing Gel is your best home dental care choice for advanced periodontal pet care and post oral surgery. **MAXI/GUARD** Gel is perfect for more severe conditions and maintaining the oral health of compliant dogs and cats.

New **MAXI/GUARD** Oral Cleansing Wipes are both an effective oral care product and applicator all in one. The textured wipes assist in the mechanical removal of plaque and are infused with our unique zinc formulation. This taste free compound neutralizes offensive mouth odors and helps reduce the deposition of plaque and tartar. It is perfect for maintaining the oral health of all pets.

Please consult with your veterinarian to see which **MAXI/GUARD** product is best suited for you and your pet.

Caring for your pet's teeth and gums...



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...is as important as caring for your own.

The following information can help you identify both the signs of a healthy oral cavity and the symptoms of moderate and advanced periodontal disease.

Healthy mouths will almost always exhibit the following characteristics:

- White teeth
- Breath which has an acceptable odor
- Properly colored gum tissue (coral pink)
- Firm gum tissue which evenly and tightly circles the tooth



Helping your dog or cat maintain optimum oral health aids in tooth retention, ensures the ability to continue good nutrition throughout life, and contributes greatly to overall health and well-being.



Moderate gingivitis and early periodontitis: Inflammation of the gums or gingivitis (the first stage of periodontal disease) begins when a sufficient amount of plaque and calculus are allowed to develop. A mouth in this stage of disease will usually show the following symptoms:



- Yellowing of the teeth
- Bad breath
- Reddening of the coral pink gum tissue
- Slight softening and loosening of the gum tissue encircling the tooth

If the gingivitis goes untreated over a period of time, the pet may begin to suffer from a painful inflammation of the gums that leads to a profound and irreversible separation of the gum tissue from the tooth. This separation is a visual indication of the shrinking bone mass and loss of ligament support of the tooth.

Advanced periodontal disease is the foremost cause of premature tooth loss in pets today. This stage of the disease involves a combination of the following:



- Soreness of gums (often evidenced in the pet's inability to eat)
- Yellowed teeth (sometimes loose teeth in advanced stages of periodontitis)
- Extremely bad breath
- Red, swollen gum tissue with areas of ulceration
- Softening of gum tissue and separation of that tissue from the neck of the tooth, loss of bone support and probable loss of teeth

Happily, proper treatment may arrest gingivitis before the pet ever experiences advanced periodontitis or separation of gum tissue from the tooth.