

MAXI/GUARD® Practice Tips

MAXI/GUARD® Oral Cleansing Wipes



Demonstrate MAXI/GUARD Oral Wipes in the exam room.

It is a good idea to keep an open jar of Oral Wipes in the exam room for demonstrations. When speaking to clients about the importance of good pet oral health and the need for a home care regimen, take a wipe and show them how quick and easy it is to use this product on their own pet. This will give the client confidence that they can perform this procedure at home and show them how acceptable it is to their pet. When you are done, show the client the wipe! It will be covered with the plaque and other oral debris that was on their pet's teeth. This will give them visual confirmation as to why they need to be using this product at home and makes your job as an educator much easier. The wipes can also be used to clean a patient's teeth while it is under anesthesia. Place the used wipe in a ziplocked bag to show to the client when their pet is picked up post-op.

Provide a sample "Demonstration" jar of MAXI/GUARD Oral Wipes in the front office area.

Label the lid of a jar with, "PLEASE ASK THE TECHNICIAN FOR A DEMONSTRATION" and place it on the front counter or in the waiting area of the practice. This will not only encourage questions about the product, but provide the opportunity to demonstrate the product on pets. It will also show pet owners just how dirty their pets teeth are. Veterinarians who have adapted this idea have reported more interest in pet oral health by pet owners and increased sales of MAXI/GUARD Oral Wipes.



Utilize new MAXI/GUARD Oral Cleansing Wipes 10 packs to increase sales of 100 count jars.

The new 10 pack pouch is a perfect "sample size" and can be incorporated in dental packs, new puppy/kitten packs and after dental procedures. Once pet owners have a chance to try the Oral Wipes they are much more likely to purchase the larger 100 count size. This new offering is also ideal as a retail introductory size and for pet owners who travel with their pets.

Encourage pet owners to create a positive experience for their pets when using MAXI/GUARD Oral Wipes.

Most pets enjoy extra attention from their pet parents. After application of the product, suggest praising the pet with kind words, a scratch behind the ears or a quick hug. Treats may also be given if it is a beneficial dental treat or chew. When pets look forward to a daily routine, it makes the process much easier and pet owners are more likely to perform it on a consistent basis.



Oral Cleansing Wipes Features:

- Quick and Easy Wipe Application
- Neutralized Zinc Formulation
- Oral Product & Applicator All in One
- Taste Free
- More Sanitary Than a Toothbrush
- Use Once or Twice a Day



MAXI/GUARD® Oral Cleansing Wipes work...

For Client Education!

"In my opinion, this is one of the most innovative products available in our profession in some time as it allows us to show pet parents how dirty their pet's teeth become and how easy it is to slow down tooth damage and tartar build up by simply wiping the teeth daily or even weekly. Thank you for making this product available to us." - DRC, DVM

For Compliance Issues!

"Our clients have good intentions when it comes to regular teeth maintenance but brushing is just plain difficult for most clients and pets alike. With the Maxi/Guard Oral Cleansing Wipes, we find most clients are willing to perform daily cleansing of the teeth with the wipes because they are easy to use, have no taste or odor and are gentle on their pets, dogs and cats alike. We keep a container in each exam room and demonstrate how easy it is to use the wipes and stress the importance of oral care. We have much better compliance with the Maxi/Guard Oral Cleansing Wipes than we ever had with teeth brushing. I would highly recommend implementing a daily teeth maintenance program with Maxi/Guard Oral Cleansing Wipes." - JS, DVM

For Ease of Application!

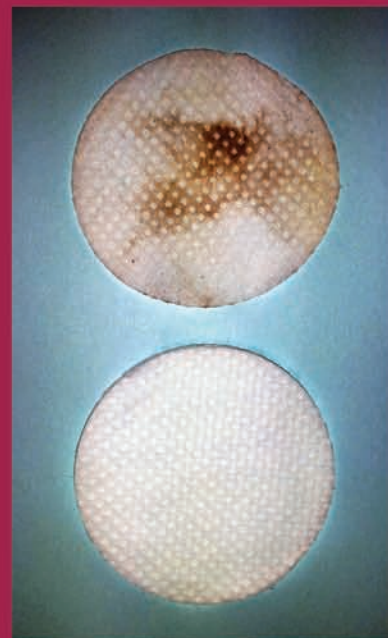
"I highly recommend MAXI/GUARD Oral Cleansing Wipes to all of my clients. I find that they are easier to administer than a toothbrush and toothpaste and that pets are more tolerant of their use. My clients are amazed at the amount of visible plaque and debris that is removed in one swipe. Considering the ease of use, effectiveness, and reasonable price they have been a big seller at our practice."
- TC, DVM

For Reduced Plaque!

"I am impressed with the lessened amount of plaque on the teeth. The kennel staff says the wipes are easy to use and they like to be able to actually feel the teeth so they know where they are rubbing and they love to see brown stain on the wipes where the plaque has come off." - RD, DVM

For Exam Room Demos!

"I usually have a jar of MAXI/GUARD Oral Wipes on the exam table so that I can do a dental demo right after I check the pet's dental grade. Many owners report that their dog does not like the feel of a toothbrush, however they agree that the wipes would be much easier to use. A lot of cat owners balk at the idea of brushing their cat's teeth, but after showing them how to clean the cat's teeth with the dental wipes they are more likely to try it." - SC, Tech



The wipe at the top shows the actual five day buildup of plaque and oral debris removed from a dog's teeth using MAXI/GUARD Oral Cleansing Wipes. The bottom wipe is unused and shown for comparison



Addison Biological Laboratory, Inc.
www.addisonlabs.com
info@addisonlabs.com
800-331-2530
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