

C.E.T.<sup>®</sup>  
HOME DENTAL CARE



**CLEAN. EVERY. TOOTH.**

That's C.E.T.<sup>®</sup> Brand products. And that's exactly  
what we've helped you do for 30 years.

dental care  
EXPERTS



Virbac

Shaping the future of animal health

# DENTAL DISEASE IS THE MOST COMMON MEDICAL CONDITION IN DOGS AND CATS<sup>1</sup>

Left undiagnosed and untreated, dental disease has serious local and systemic consequences and can result in worsening pain and shorter life expectancy.<sup>2</sup>

## HOW QUICKLY PLAQUE AND TARTAR FORM<sup>3</sup>:

PLAQUE:  
**24**  
HOURS

TARTAR:  
**3**  
DAYS

GINGIVITIS:  
**2**  
WEEKS

Since 2006,  
dental disease in  
dogs and cats has  
increased by

**23%**<sup>1</sup>

## PERIODONTAL DISEASE AFFECTS<sup>1</sup>:



**76%** of dogs



**68%** of cats

## COMMON SIGNS OF PERIODONTAL DISEASE<sup>3,4</sup>:



Bad breath



Oral pain



Gum recession



Loss of teeth



Loss of appetite



Infection

# THE TRUSTED BRAND

in oral care products for dogs and cats  
that has been pioneering dental innovation

## FOR 3 DECADES



### EXTEND YOUR REACH WITH C.E.T.<sup>®</sup> BRAND PRODUCTS.

- Professional-grade products backed by clinical data and proven technology<sup>5-14</sup>
- Full range of chews to help reduce plaque and tartar
- Toothpaste and toothbrushes to help keep gums healthy and teeth clean

Remind your clients that  
**1 DAILY DENTAL CHEW**  
helps reduce plaque  
and tartar.



# A RANGE OF CANINE CHEWS TO HELP CLEAN EVERY TOOTH

## C.E.T.® VeggieDent® Tartar Control Chews for Dogs



Reduces tartar by  
**70%**<sup>6</sup>

Reduces plaque by  
**37%**<sup>6</sup>



**PLANT-BASED ALTERNATIVE**  
to rawhide chews—free of animal protein and wheat gluten



**PALATABLE**  
A great taste that dogs like



**NON-GMO** corn used  
**NO ARTIFICIAL INGREDIENTS**



**20%** **FEWER CALORIES**  
than GREENIES™ Dental Treats<sup>15</sup>

## C.E.T.® Enzymatic Oral Hygiene Chews for Dogs



Exclusive dual-enzyme system combined with an abrasive cleansing action



Reduces plaque and tartar to help keep teeth clean and breath fresh



## C.E.T.® HEXtra® Premium Chews for Dogs



**ABRASIVE CLEANSING ACTION**  
+ **CHLORHEXIDINE GLUCONATE**  
help reduce plaque and calculus



Starts working within  
**2 MINUTES**<sup>16</sup>



**52.3% DECREASE**  
in tartar-gingival mean  
scores on study day 28<sup>17</sup>



**7 TIMES HIGHER**  
rate of consumption  
versus DENTAHEX®  
Oral Care Chews<sup>18</sup>

## C.E.T.® Oral Hygiene Chews for Cats



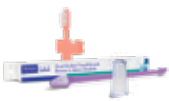
Exclusive dual-enzyme system with a freeze-dried fish component combines a natural antiseptic plus an abrasive texture that works with the cat's chewing action to reduce plaque and loosen tartar.

# BRUSHING SOLUTIONS FROM C.E.T.® BRAND PRODUCTS



### C.E.T.® Enzymatic Toothpaste for Dogs and Cats

- Available in 5 pet-friendly flavors



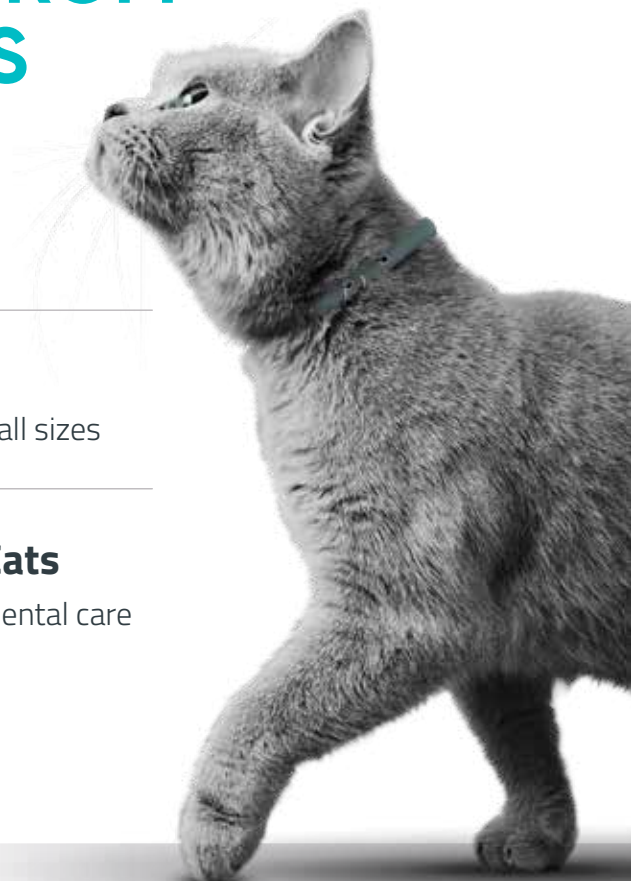
### C.E.T.® Toothbrushes

- Multiple designs to accommodate dogs and cats of all sizes



### C.E.T.® Oral Hygiene Kits for Dogs and Cats

- Provides everything pet owners need for at-home dental care



# CLEAN EVERY TOOTH WITH C.E.T.<sup>®</sup> BRAND PRODUCTS

**C.E.T.<sup>®</sup> Brand products provide professional-quality care in the clinic and at home**

- Full range of dental chews to help reduce plaque and tartar
  - Rawhide and plant-based
  - Available in multiple sizes to meet the needs of every pet
  - An easy and effective way to improve client compliance
- Toothpaste and toothbrushes to help keep gums healthy and teeth clean

OFFER YOUR PATIENTS  
PROFESSIONAL-GRADE  
AT-HOME DENTAL CARE.

*To order*

Contact your distributor  
or Virbac representative,  
or call 1-844-4-VIRBAC  
(1-844-484-7222).

Visit **us.virbac.com**  
to learn more.



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