

85% OF ADULT PETS HAVE PERIODONTAL DISEASE.

Could your pet be at risk?



Imagine what would happen if you didn't routinely care for your teeth in between dental cleanings. The same basics of dental care are true for your pet, too. Without routine care, your pet could suffer from increasingly serious stages of periodontal disease.

In Stage 1, Gingivitis, the gum (or gingiva) at the top of teeth is inflamed and swollen, and plaque covers the teeth. Treatment can reverse the condition.

Canine



Feline



In Stage 2, Early Periodontitis, the entire attached gum is inflamed and swollen. The pet's mouth is painful, and bad breath is noticeable. Professional treatment and home dental care can prevent this from becoming irreversible.



In Stage 3, Moderate Periodontitis, infection and calculus are destroying the gum, now bright red and bleeding. The pet's mouth is sore, which can affect eating and behavior. Bad breath is consistent. Periodontitis has started and may be irreversible.



In Stage 4, Advanced Periodontitis, chronic bacterial infection is destroying the gum, teeth and bone. Bacteria may be spreading in the bloodstream throughout the body, which can damage the kidneys, liver and heart.



Periodontal disease is the most common disease in dogs and cats. The good news is it's simple and easy to prevent.

