



UNDERSTANDING ORAL CARE

YOUR GUIDE TO DENTAL CARE IN CATS

PRESCRIPTION DIET® **t/d**®

YOUR CAT'S MOUTH

GUM DISEASE none severe ●

TARTAR none severe ●

PET'S NAME

.....

NEXT APPOINTMENT

..... / / :

REASON FOR APPT.

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RECOMMENDED PET FOOD:

Hill's® Prescription Diet® t/d®

RECOMMENDED DAILY FEEDING AMOUNT:

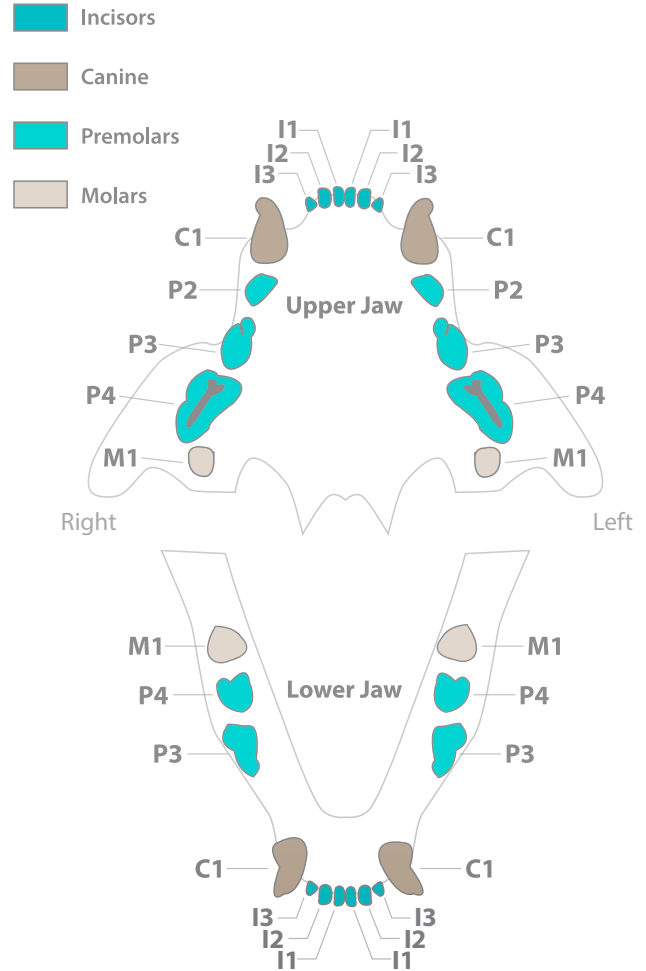
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NOTES

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F
fractured tooth

G
gingival recession

R
resorptive lesion

M
mobile tooth

X
missing



DENTAL CARE
is a key part of
your cat's everyday
health and vitality

70%
of cats
over three years of age
have dental disease*

Aside from saving your cat pain and discomfort, dental health is related to a chain of reactions that affect her overall health:

Plaque builds up on your cat's teeth

BAD BREATH

○ Bacteria in the plaque leads to gum inflammation

GUM DISEASE, MAY PROGRESS TO CAUSE PAIN AND TOOTH LOSS



FACTORS ASSOCIATED WITH DENTAL PROBLEMS

◆ AGE

Dental disease is more common in older pets

◆ BREED

Persians and other flat-faced cats are more likely to have overcrowded or misaligned teeth that are difficult to keep clean, making them more prone to dental disease

◆ FOOD

Some foods can increase your cat's risk of dental disease, so ask your veterinarian for a nutritional recommendation



SIGNS OF DENTAL DISEASE

Even if your pet isn't showing signs of oral health problems, it's worth asking your veterinarian for a dental checkup to prevent future problems.

BAD
BREATH

YELLOW OR BROWN
CRUST ON TEETH



BLEEDING GUMS



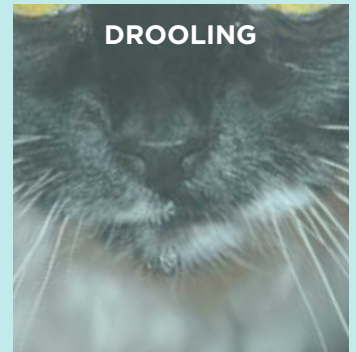
CHANGE IN
CHEWING
HABITS



TOOTH
LOSS



DROOLING



THE STAGES OF DENTAL DISEASE



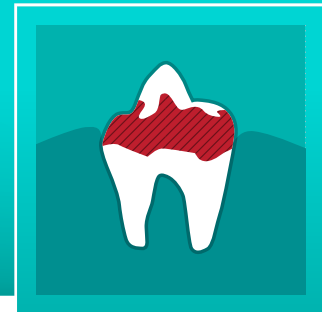
PLAQUE ACCUMULATION

Plaque is a slimy film of bacteria that coats the teeth. The bacteria inside plaque can cause gum inflammation.



TARTAR BUILDUP

Plaque hardens into tartar: hard calcified deposits that form on the teeth. Unlike plaque (that you can remove with dental home care), tartar must be removed by your veterinarian.



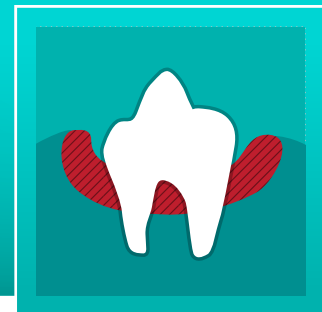
GUM INFLAMMATION (GINGIVITIS)

Gingivitis or gum inflammation is the first stage of periodontal disease, and if treated early on, the damage from the inflammation can be reversed.



GUM SEPARATION (PERIODONTITIS)

In some cats, gum inflammation progresses, allowing bacteria to accumulate beneath the gums. This can lead to chronic infection and bone loss, which is painful and harmful to overall health. Without proper care, bone loss progresses to the point of tooth loss.



SUPERIOR ORAL NUTRITION YOU CAN FEED EVERY DAY.

DENTAL VITALITY is more than just vet visits and brushing. Finding an everyday food that helps to safely reduce plaque buildup can spare you and your cat unnecessary health issues.

PRESCRIPTION DIET®

t/d®

the #1 VET-RECOMMENDED
dental pet food for complete care

SUPERIOR CLINICAL EFFICACY in reducing plaque and tartar accumulation and the occurrence of gingivitis

A vital part of a pet's **DAILY HEALTH** regimen — with ingredients to help maintain healthy digestion and a luxurious coat, and keep pets fit and trim

URINARY SAFE — helps reduce the risk of struvite and calcium oxalate stone formation

EVERYDAY NUTRITION with a **TASTE** cats love

Promotes a **HEALTHY IMMUNE SYSTEM**



“Great product!

This product is helping
keep my cat's teeth
and weight healthy.”

— Calilady2

Ask your veterinarian for your cat's
daily t/d® Feline feeding amount,
or visit [HillsPet.ca](https://www.hillspet.ca)



The VOHC seal is awarded to products
that help control plaque and tartar

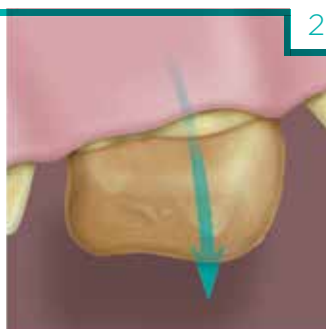
HOW t/d[®] WORKS

t/d[®] KIBBLE uses an exclusive fibre matrix designed to work like a toothbrush as your cat chews.

1
With every bite, the fibre matrix scrubs the tooth surface to clean teeth and freshen breath



2
Unique fibre alignment helps kibble stay in contact with the tooth surface right to the gumline



3
Kibble gently scrubs away plaque and tartar to clean teeth and promote healthy gums



“My cat loves this food

I started buying this for my cat when she was young.

She is 8 now and the vet always comments on

how good her teeth and gums look.”

— Vinatage68



HEALTHY HABITS FOR DENTAL CARE

One of the most efficient steps you can take to keep your cat's mouth healthy is to schedule annual dental checkups. If your cat forms tartar quickly or has a history of dental problems, more frequent exams and cleanings may be advised.

It also helps to brush your cat's teeth before plaque can mineralize into tartar.

Getting used to brushing can take time, so be patient and make sure to reward and praise your cat with each attempt.

1. INTRODUCE THE TOOTHPASTE

Use a finger toothbrush or an index finger wrapped in gauze and gently rub toothpaste over your cat's teeth and gums. Pet toothpaste, chicken broth and tuna juice can make it more acceptable.

2. BEGIN BRUSHING

Brush teeth and gums gently, finishing with the bottom front teeth. Focus on the outside surface facing the cheek (this part is most prone to tartar buildup).

Combined with an effective dental pet food and veterinary care, you'll have no trouble keeping your cat healthy and smiling.



DAILY FEEDING GUIDE

BODY WEIGHT [LBS]	DRY [CUPS (GRAMS)]
6	$\frac{5}{8}$ (50 g)
8	$\frac{3}{4}$ (60 g)
10	1 (75 g)
12	$1\frac{1}{8}$ (85 g)
14	$1\frac{1}{4}$ (95 g)
16	$1\frac{1}{2}$ (105 g)
18	$1\frac{1}{2}$ (115 g)



100% SATISFACTION GUARANTEE —
If you are unsatisfied for any reason,
return the unused portion to the place of
purchase for a full refund or replacement.

