

FRESHER than *before*.
So you can stay closer for longer.

C.E.T.[®]
VET AQUADENT[®]
FR3SH™



02-2019 / Complus agency

dental care
EXPERTS

C.E.T.[®] VET AQUADENT[®] FR3SH™ targets the causes of bad breath 3 ways :



1 CLEANSE

Addresses oral causes of bad breath



2 COOL

Freshens breath with cooling action



3 DIGESTIVE

Supports healthy digestion

Virbac

Shaping the future of animal health

C.E.T.[®] VET AQUADENT[®] FR3SH[™]



Bad breath is a common complaint by Pet Owners⁽¹⁾



Some pets do not accept any brushing, especially **cats**



Water additive is an easy way to **help control plaque at home**



Recommended as part of passive home-care **by the WSAVA Global dental guidelines⁽²⁾**

VET AQUADENT[®] FR3SH[™] water additive is a convenient solution to help fight bad breath



FR3SH[™] Technology:
to fight bad breath



Easy to administer
Liquid solution to be diluted with pet's water



Palatable
Accepted by cats and dogs⁽³⁾⁽⁴⁾



POMEGRANATE

ERYTHRITOL

INULIN

Active ingredients :

▶ Pomegranate

Cleanses and helps prevent dental plaque formation with an antioxidant, anti-aggregative effect ⁽⁵⁾⁽⁶⁾⁽⁷⁾

▶ Inulin

Balances the intestinal microflora and reduces foul-smelling intestinal gas emission ⁽⁸⁾⁽⁹⁾

▶ Erythritol

Freshens breath with a cooling effect and provides an anti-plaque effect ⁽¹⁰⁾⁽¹¹⁾

1: Eubanks DL. Canine oral malodor. J Am Anim Hosp Assoc, 2006;42:77-79

2: Niemiec BA, et al. World Small Animal Veterinary Association Global Dental Guidelines, available on wsava.org/Guidelines/Global-Dental-Guidelines

3: Clarke E. Drinking water additive decreases plaque and calculus accumulation in cats, J Vet Dent (2006) 23(2):79-82

4: Anthony J.M.G. et al. Blood glucose and liver function in dogs administered a xylitol drinking water additive at zero, one and five times dosage rates. Vet Sci development (2011) 1e2: 7-9

5: Hasegawa M et al. Effect of Natural Polyphenols on Dental Biofilm Formation In Vitro. J Dent Res 88, Spec. Issue A, abstract 251, 2009

6: Viana G.S.B. et al. Biological effects of pomegranate (Punica granatum L.), especially its antibacterial actions, against microorganisms present in the dental plaque and other infectious processes. Bioactive Foods in Promoting Health: Fruits and Vegetables 2010, Elsevier, 459-478

7: DiSilvestro R.A. et al. Pomegranate extract mouth rinsing effects on saliva measures relevant to gingivitis risk. Phytother Res. 2009; Aug;23(8):1123-7

8: Flickinger E.A et al. Nutrient digestibilities, microbial populations, and protein catabolites as affected by fructan supplementation of dog diets. J Anim Sci 2003; 81:2008-2018

9: Propst E.L. et al. A dose-response experiment evaluating the effects of oligofructose and inulin on nutrient digestibility, stool quality, and fecal protein catabolites in healthy adult dogs. J Anim Sci 2003; 81:3057-3066

10: De Cock, P et al. 2016. Erythritol is more effective than xylitol and sorbitol in managing oral health endpoints. Int. J. Dent. 2016. 2016:9868421

11: Hartel R.W. et al. 2018 Physico-chemical Properties of Sweeteners in Confections. In: Confectionery Science and Technology. Springer, Cham

Virbac

Shaping the future of animal health