

FRESHER than *before.*

So you can stay closer for longer.

C.E.T.[®]
VET AQUADENT[®]

FR3SH[™]



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

Introducing

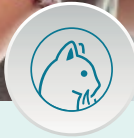
FR3SH™

TECHNOLOGY

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⁾



Active ingredients :

▶ **Pomegranate**

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

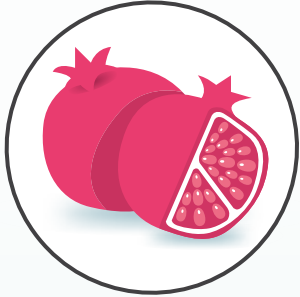
▶ **Inulin**

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 Pomegranate to address oral causes



- **MICROBIAL BALANCE**

Decreases the number of microorganisms/ bacteria found in dental plaque⁵

- **ANTIOXIDANT**

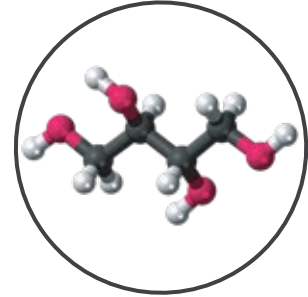
Decreases free-radicals and oxidative stress, causative inflammatory factors in the progression of gingivitis^{6,7}

- **ANTI-AGGREGATIVE EFFECT**

Disturbs polyglycan synthesis, which affects the adherence mechanisms of these bacterium onto the dental surface⁸

Pomegranate helps limit development of oral plaque and has an antiplaque effect similar to a chlorhexidine mouth rinse.⁹

2 Erythritol to cool and freshen



- **NATURALLY OCCURRING**

Erythritol is a naturally occurring polyol that provides a fresh, cooling effect

- **WELL TOLERATED BY DOGS**

This polyol is GRAS*-approved for use as a sweetener in reduced calorie foods. It has been proven to have a high tolerability as reported in an acute oral and 13 week oral toxicity study¹⁰

HIGH TOLERABILITY SHOWN IN ACUTE *and* 13-WEEK oral toxicity studies

Erythritol is a naturally occurring polyol. Because of its chemical structure, it produces a strong cooling effect when dissolved in water, allowing it to cool and freshen breath.

* Generally Recognized as Safe (GRAS) is a US Food and Drug Administration designation.

3 Inulin, a prebiotic, to address digestive causes



- **TARGETS DIGESTIVE CAUSES**

Bad breath can stem from gastrointestinal problems caused by unbalanced intestinal microflora

- **NATURAL SOURCE**

Inulin is a fructan, derived from chicory roots and other natural sources

- **LIMITS DIGESTIVE FOUL ODORS**

Fructans, a type of carbohydrate, can improve microbial gut ecology and limit production of foul-smelling gases^{13,14}

As a prebiotic, inulin maintains gut health in dogs and, thus, helps to prevent bad breath by reducing the intestinal gas production from bacterial fermentations.



IMPROVING DENTAL HEALTH WITH ERYTHRITOL

When compared to other polyols that are used in dental products (xylitol and sorbitol), erythritol demonstrated better efficacy in the ability to maintain and improve oral health.^{11,†}



Reduces the accumulation of harmful oral bacteria and the overall number of dental cavities.



Inhibits growth, adherence, and formation of biofilm and significantly lowers plaque weight.

[†] Literature review in human health

A CLOSER LOOK AT CANINE BAD BREATH

- A common complaint from pet owners¹ and may disrupt the close bond they have with their pets
- Can be an indication of a bigger problem, including local and systemic issues²
- If left unaddressed, a dog's overall health and lifespan can be affected

Causes of bad breath

ORAL Bacteria present in plaque and on the tongue can metabolize and produce volatile organic sulphur compounds (i.e., bad breath)³



PLAQUE



BACTERIA

NON-ORAL Bad breath can be a sign of other serious health issues⁴



GASTROINTESTINAL PROBLEMS



RENAL ISSUES



RESPIRATORY PROBLEMS



DIABETES MELLITUS

80%
OF DOGS

are affected by periodontal issues by the age of 2.⁴



FR3SH™

TECHNOLOGY

only from Virbac

For FR3SH breath 3 ways.

dental care
EXPERTS

- Developed and available ONLY from Virbac
- Trusted by veterinarians internationally for 30 years
- Formulated by veterinarians to meet veterinary professional standards

Introducing

FR3SH™

TECHNOLOGY



1 CLEANSE

Address oral causes of bad breath with pomegranate.



2 COOL

Cool and freshen bad breath with erythritol.



3 DIGESTIVE

Address digestive causes of bad breath with the prebiotic inulin.

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Aquadent®, Chlorhexidine and Xylitol

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