

HOW TO USE LOGIC® DENTAL HYGIENE PRODUCTS

- Once daily administration, ideally after your pet's last meal of the day



- Administer about 1cm for cats and small dogs, 2cm for dogs less than 20kg and 5cm for dogs over 20kg

With brushing

- Daily brushing is the single most effective means of removing plaque and is therefore highly recommended for optimal results

Without brushing

- If brushing isn't possible, then LOGIC® Oral Hygiene Gel can also be used without brushing. Options include:
 - Apply directly to the teeth and gums, for example using a fingerbrush
 - Apply directly into the mouth using the nozzle contained within each pack
 - For cats where access to the mouth isn't possible, apply onto the top of the paw for the cat to lick off



- Three sizes which should be administered once daily according to the following table:

CHEW SIZE	WEIGHT RANGE
Small	< 10kg
Medium	10 - 30kg
Large	> 30kg

TIPS

HELP PREVENT YOUR PET'S DENTAL PROBLEMS AND FIGHT BAD BREATH

- Have your pet's teeth checked at least once a year by your veterinary surgeon
- Start a daily home care routine immediately after professional teeth cleaning, as plaque starts to build up again within hours
- Look in your pets mouth regularly for signs of oral hygiene problems, such as bad breath, discoloured teeth or inflamed gums. If any of these signs are noted then seek veterinary attention
- To help compliance from a young age, toothbrushing with LOGIC® Oral Hygiene Gel can be started from 12 weeks of age. LOGIC® OROZYME® Chews should be started from around 6 months of age, once the permanent teeth have erupted
- Do not use your own dental products; they are not suitable for your pet

LOGIC® DENTAL HYGIENE PRODUCTS...

- Have been specifically designed for veterinary use
- Are based on an Enzyme Complex that inhibits the bacteria responsible for plaque
- Do not contain fluoride, added sugar or artificial colourings
- Are recommended by your veterinary surgeon



Ceva Animal Health Ltd
 90 The Broadway, Chesham, Bucks HP5 1EG
 Telephone: 01494 781510 Fax: 01494 781519
www.ceva.com



Bad breath is often the first sign of oral hygiene problems...



How to prevent your pet's dental problems



DENTAL PLAQUE - THE BIGGEST ENEMY

Did you know that dental disease is one of the most common conditions seen in veterinary practices?

It is estimated that 80% of all dogs and cats over three years of age have dental disease. This is more than skin and gastrointestinal problems combined.

After each meal, plaque (an adhesive layer of bacteria) forms on your pet's teeth. Gradually plaque hardens to form calculus, which is typically brown or yellowish in colour. Calculus provides an ideal surface for further bacterial growth, leading to inflammation of the gums. This is called gingivitis.

Gingivitis is REVERSIBLE with professional descaling, polishing and subsequent home care.

If left untreated, the gums become detached from the tooth forming 'pockets' which predispose to further plaque build up. This represents the first stage of periodontitis.

Early stage periodontitis is also REVERSIBLE with professional descaling, polishing and subsequent home care.

Progressively, in the absence of appropriate care, the gums start to recede and the supportive tissues of the teeth become destroyed. This may result in root exposure, abscess formation and the teeth becoming loose or falling out.

Advanced stages of periodontitis are IRREVERSIBLE and may require tooth extraction.

In addition to the effects within the mouth, it has also been shown that bacteria within the oral cavity may enter the bloodstream via the inflamed gums and damage other organs of the body, such as the heart, liver and kidneys.

Usual signs of dental problems

- Bad breath
- Inflamed gums
- Yellow teeth
- Excessive salivation

WHAT CAN YOU DO TO PROTECT YOUR PET FROM DENTAL DISEASE?

- 1 Check regularly for signs of dental problems. For example monitor your pet's breath (bad breath is usually caused by dental disease) and look for signs of calculus and/or reddening of the gums. If you notice any of these signs then consult your veterinary surgeon.
- 2 Start a daily oral hygiene programme for your pet; prevention is better than cure! Veterinary dental products such as **LOGIC**® have been specially designed to help you achieve good oral hygiene for your pet.



HOW THE **LOGIC**® VETERINARY DENTAL HYGIENE RANGE CAN HELP YOU AND YOUR PET

LOGIC® products help control the formation of plaque and fight bad breath. They contain an Enzyme Complex which supplements and improves your pet's own natural salivary system. This patented enzyme formula attacks bacteria in the mouth and controls plaque. There are two products in the **LOGIC**® range that complement each other:



LOGIC® Oral Hygiene Gel for cats and dogs

This is a highly palatable gel formulation containing a patented complex of naturally occurring enzymes which control the bacteria responsible for the development of plaque and bad breath. It has a pleasant malt taste and is very well tolerated by both cats and dogs.



A surfactant ensures the active ingredients remain in contact with the surface of the teeth while mild abrasives help with the mechanical removal of plaque



LOGIC® **OROZYME**® Chews for dogs

These are rawhide and collagen based, low in calories and extremely palatable. The collagen naturally enhances the mechanical action of chewing on the teeth and gums and assists in the removal of the plaque. In addition, **LOGIC**® **OROZYME**® Chews also contain an Enzyme Complex, which enhances the mouth's natural defence system and attacks bacteria within the mouth.

