dental care EXPERTS

NEW 100% natural origin

VEGGIEDENT® FR3SH™

dental chews

The natural choice for enhanced dental care



everyday CARE

VETERINARY ORAL HEALTH COUNCIL VOHC Accepted® HELPS CONTROL PLAQUE & TARTAR
www.VOHC.org

Discover our new and improved VEGGIEDENT® FR3SH™ Dental Chews which are proven to reduce plaque and tartar accumulation and freshen breath!

Shaping the future of animal health

Virbac

New VEGGIEDENT® FR3SH™ features

NEW

Preservative – Free Formula

We have removed potassium sorbate to meet the growing demand for natural products among pet owners while maintaining the same shelf life and effectiveness. VEGGIEDENT® FR3SH™ chews now offer a more natural solution without compromising on quality.

100% Natural-Origin Ingredients

Our new formula is crafted with 100% natural-origin ingredients, ensuring easier digestibility and safety for pets while delivering proven dental benefits. This **low-fat** formula is **free of gluten** and made with **non-GMO corn.**



Recyclable Packaging

Virbac is committed to sustainability. The new VEGGIEDENT® FR3SH™ packaging is **fully recyclable,** reflecting our dedication to reducing environmental impact while delivering premium pet care solutions.

Enhanced Packaging

The updated packaging features a more robust, **stand-up bag** with a convenient **zip-closing system** to keep chews fresh for longer. Designed with pet owners in mind, it's easier to store and handle.

Available in four sizes: XS, S, M, and L.

Same proven efficacy as before

VEGGIEDENT® FR3SH™ continues to deliver simple, effective dental care solutions:

PREHENSION: 100% + CHEWING: 97%

Palatable[1]

Easily digestible[2]

Well tolerated[3]

A unique Z-shape for enhanced action

VEGGIEDENT® FR3SH™ chews significantly reduce plaque and tartar build-up as demonstrated in the studies reviewed by the VOHC® Seal of Acceptance™. In one particular study[4], plaque and tartar accumulation were reduced by:

-44% plaque + -55% calculus

The VOHC® Seal of Acceptance™ is displayed only on products that have been awarded the seal by the Veterinary Oral Health Council.

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Day 1

Can significantly reduce bad breath from day 1[5]

24 hours

Improvement remains observable after each chew

2-week period

Continued breath improvement with daily use



Efficient on breath (90% of owners found an improvement in 2 weeks)[5]

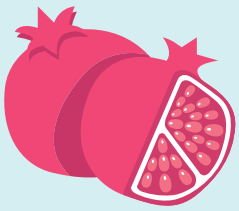
FR3SH™ Technology to target the causes of bad breath in 3 ways



Innovative FR3SH™ technology to fight bad breath

1. CLEANSE

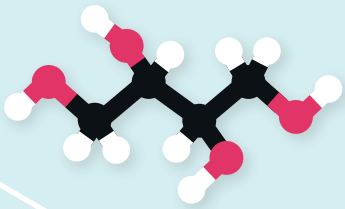
Pomegranate addresses oral causes of bad breath, and helps to limit the growth of certain bacterial species in the mouth[8]





2. COOL

Erythritol, a naturally occurring polyol, provides a fresh, cooling effect[6]





3. DIGESTIVE

Inulin has a prebiotic effect which addresses the digestive causes of bad breath[7]

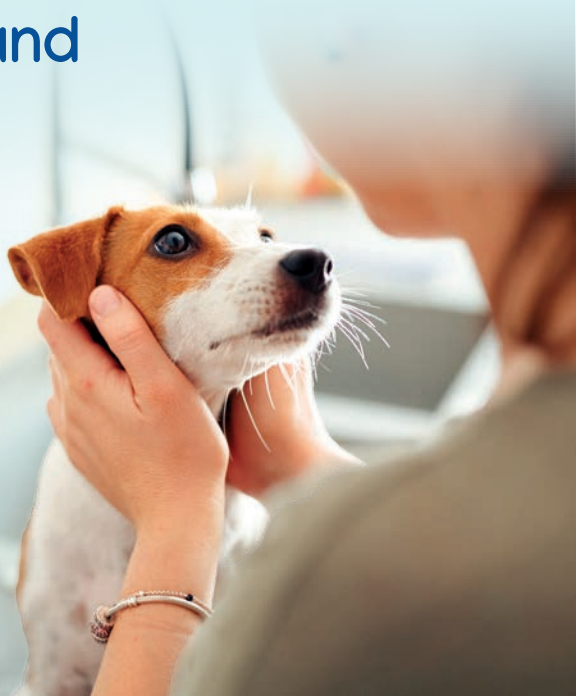
FR3SH™ Technology is found in the following products:

VEGGIEDENT DENTAL CHEWS

VEGGIEDENT ZEN DENTAL CHEWS

VET AQUADENT FR3SH





VEGGIEDENT
FR3SH & ZEN



A scientifically formulated, multi-functional dental chew designed for dogs who need a little extra help in daily relaxation

Relaxation

Contains L-theanine which helps to calm and reduce anxiety in dogs

L-theanine is an amino acid that is known to positively influence GABA levels in the brain to help reduce anxiety which can help to increase mental focus and can be beneficial in behaviour training

Dental care

VEGGIEDENT® ZEN Dental Chews feature the same great benefits as VEGGIEDENT® FR3SH™ Dental Chews

- FR3SH™ Technology: to fight against bad breath
- Healthy chew: non-GMO corn used, no artificial ingredients and free from wheat gluten and animal proteins



Contains L-theanine

Supports daily oral care and relaxation

2-1
Convenient



VEGGIEDENT® XS
<5kg



VEGGIEDENT® M
10-30kg



VEGGIEDENT® L
>30kg

VEGGIEDENT® S
5-10kg

1 dental chew per day
for oral care and relaxation



Toothpaste and Toothpaste Kits

THE CET ENZYMATIC COMPLEX ENHANCES THE NATURAL DEFENCES IN THE MOUTH

- The CET complex is composed of two enzymes + thiocyanate

Glucose oxidase | Lacto-peroxidase | Thiocyanate

CET complex

- It enhances the production of hypothiocyanite that controls bacterial growth

Hypothiocyanite

naturally produced in the mouth – with known action on bacteria[9]

- It helps control dental plaque formation

BRUSHING PETS' TEETH JUST GOT EASIER:



- With **flavoured toothpaste** that dogs and cats love
- With **different types of toothbrushes to suit every pet:**
  - Finger brush to gently introduce toothbrushing
  - A dual ended toothbrush with soft bristles, essential for pets and with small and large sizes to adapt to each pet's mouth
- With an **efficient toothpaste, even on its own** so that it works even if the owner can't spend much time brushing



Our packaging is developed with sustainable, recycable and environmentally friendly materials



THE VIRBAC CET TOOTHPASTE CAN SUPPORT GOOD ORAL HEALTH

Comparison of 3 groups of dogs:

C : CONTROL GROUP : Professional scaling only

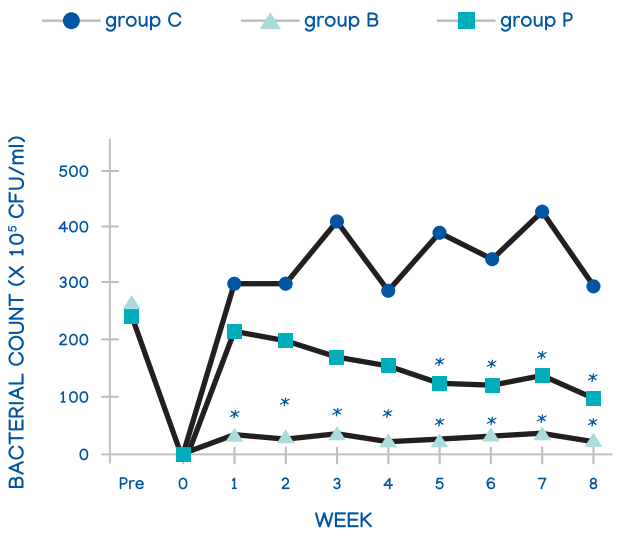
B : BRUSHING GROUP : Professional scaling + tooth brushing

P : TOOTHPASTE GROUP : Professional scaling + application of toothpaste once daily with no brushing

For a weeks. n = 12 dogs

Oral samples taken weekly for bacterial count
Calculus (tartar) scoring on Day O and Week 8

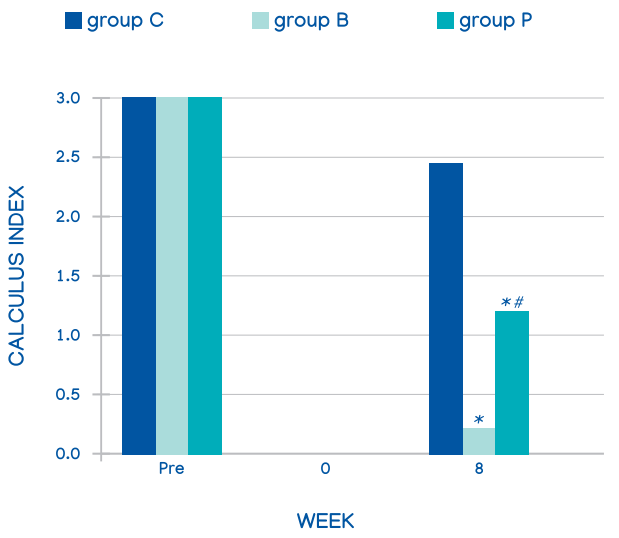
Applying toothpaste on teeth can significantly decrease bacterial count as of week 5



Significant difference versus group C – control (p<0.05) [10]

Bacterial count from oral samples assessed weekly

Applying toothpaste on teeth for 8 weeks can decrease tartar accumulation



Significant difference versus group C – control (p<0.05) [10]
Significant difference versus group B – Brushing (p<0.05) [10]

Tartar accumulation in the different groups assessed before (Pre), just after (0) and 8 weeks (8) after scaling



CET toothpastes can help decrease the levels of bacteria in a dog's mouth and help reduce calculus

VET AQUADENT® FR3SH

A water additive with pomegranate which can reduce dental plaque and calculus accumulation in dogs[11]

VETERINARY ORAL HEALTH COUNCIL VOHC Accepted® HELPS CONTROL PLAQUE & TARTAR www.VOHC.org



Vet Aquadent is an easy to use drinking water additive which helps to fight dental plaque and tartar formation.

Featuring our patented FR3SH™ technology containing erythritol, inulin and pomegranate which helps maintain healthy, fresh breath and supports healthy teeth and gums by controlling plaque.

Reduces bad breath

- Helps control plaque build up
- Use daily in fresh drinking water to maintain a healthy mouth

Easy to administer

- Added to the drinking water
- Simple to measure: 2.5ml per 250ml of water

Hexarinse

- Used before, during and/or after routine dental procedures to control levels of bacteria in the mouth
- Hexarinse contains 0.12% chlorhexidine, an effective, well established anti-plaque agent
- Temporarily soothes minor gum irritation





Adopting active and passive dental care is essential for meeting the needs of pets and their owners. With a wide range of products, Virbac can help address all levels of dental health requirements.

BRONZE STANDARD



SILVER STANDARD



GOLD STANDARD



1. Chaix G, Lloret F. Palatability in dogs of a new vegetable dental chew (VeggieDent® FR3SH™) which helps to reduce plaque and calculus formation and helps to maintain a healthy and fresh breath. 27th EVDF congress, Innsbruck, Austria, 2018. **2.** Nicolas CS, Lloret F, Navarro C. Evaluation of the in vitro digestibility of Veggiedent® FR3SH™ and five other dental chews for dogs. Proceedings of the 25th World Congress on Dentistry and Oral Health. Oral Health Dent Manag 2019, 18:52. **3.** Clarke DE, Kelman M, Perkins N. Effectiveness of a vegetable dental chew on periodontal disease parameters in toy breed dogs. J Vet Dent. 2011;28(4):230–235. **4.** Gawor J et al Comparison of a vegtable-based dental chew to two other chews for oral health prevention. J. Vet Dent (accepted October 2020). **5.** Chala V, Chaix G, Navarro C, Espuna G. Evaluation of breath freshening effect in dogs following chew administration: an open field trial. Voorsjaardagen congress, The Hague, NL, April 2018.). **6.** Moon H., Marimuthu, J., Kim, I., Lee, J. Biotechnological production of erythritol and its applications. Appl. Microbiol. Biotechnol. 2010;86 (4), 1017-1025. **7.** Flickinger E.A., Fahey GC Jr. Pet food and feed applications of inulin, oligofructose and other oligosaccharides. Br J Nutr. 2002; 87 (2):S297-300. **8.** Menezes SM, Cordeiro, LN Vuana, GS Punica granatum (Pomegranate extract) is active against dental plaque J Herb Pharmaicther 2006.6(2) 79-92. **9.** Poque PN, Schmidlin PR, Wiedemeier DB, Wegehaupt FJ, Burrer PD, Korner P, Deari S, Sciotti MA, Attin T. Toothpastes with Enzymes Support Gum Health and Reduce Plaque Formation. Int J Environ Res Public Health. 2021 Jan 19;18(2):835. **10.** Efficacy study with toothpaste: Watanabe K, Kijima S, Nonaka C, Matsukawa Y, Yamazoe K. Inhibitory effect for proliferation of oral bacteria in dogs by tooth brushing and application of toothpaste. J Vet Med Sci. 2016 Aug 1;78(7):1205-8. **11.** Gawor JP, Ziemann D, Nicolas CS. A water additive with pomegranate can reduce dental plaque and calculus accumulation in dogs. Front Vet Sci. 2023;10:1241197. Published 2023 Sep 29. doi:10.3389/fvets.2023.1241197

Further information available from: Virbac Ltd, Woolpit Business Park, Windmill Avenue, Woolpit, Bury St Edmunds, Suffolk, IP30 9UP
Tel: 01359 243243 Email: enquiries@virbac.co.uk Website: www.virbac.co.uk

Shaping the future of animal health

Virbac