

INTRODUCING ProDen PLAQUE OFF™ ANIMAL THE ULTIMATE DENTAL CARE PRODUCT FOR PETS

- A revolution in reducing plaque, calculus and bad breath -

Oral hygiene specialist, Molar Limited has won Best Dog Health Product in the Your Dog Magazine Product Awards, as voted by the readers of Your Dog Magazine for its innovative product **ProDen PlaqueOff™ Animal**.

ProDen PlaqueOff™ Animal is the UK's first plaque reducing dental care product for animals in palatable powder. Oral disease is a frequently diagnosed problem for pets and healthy gums and teeth are essential for maintaining the overall health and well-being of your furry friend. But a home dental care program isn't always easy, especially if your cat or dog resists daily brushing. ProDen PlaqueOff™ Animal is a new and easy way to improve your pet's oral hygiene, this revolutionary food supplement is unique and highly effective in reducing plaque, tartar (calculus) and bad breath in animals – an innovation in pet dental care.



Swedish dental expert Sune Wikner comments: "Your pet's dental care is just as important to his or her overall health as your own oral health as it can lead to more serious problems including heart, lung and kidney disease. However, dental care of dogs and cats is one of the most commonly overlooked areas of pet health care with many owners unaware of the importance of a daily cleaning regime."

Harvested from the clean, cold waters close to the Arctic Circle, it is prepared from specially selected seaweed (*Ascophyllum nodosum*), which has been proven to dramatically reduce plaque and tartar in animals up to 87% and 68% respectively, in a two-month trial period.¹

Why is dental plaque and tartar a problem?

Dental plaque, or biofilm, is a combination of bacteria and food debris which forms on teeth and gums. It is thin, transparent and sticky. This biofilm lives on the teeth and is quite normal and usually only becomes problematic if it is not removed regularly and effectively. If left, plaque deposits will calcify (harden) to form tartar which provides a rough surface for even more plaque to adhere to. 85% of dogs and 70% of cats in the UK over the age of 3 years show gum disease as the major cause of tooth loss.



Healthy



Unhealthy

These types of bacteria produce a number of potentially harmful substances: acids which can cause dental decay, substances which cause bad breath, and irritants which can cause painful inflamed gums (gingivitis) and, over time, loosening of the teeth, otherwise known as periodontitis.

How Can ProDen PlaqueOff help?

Help is now at hand with what some of the veterinary profession are calling a quite remarkable aid in helping reduce plaque, tartar and bad breath in pets. In addition to a balanced diet, regular cleaning and veterinary check ups, daily use of PlaqueOff has been proven to reduce the build up of plaque and tartar preventing the formation of new deposits.

PlaqueOff is a unique dietary supplement: containing especially selected dried and powdered seaweed (*Ascophyllum nodosum*), rich in minerals. The formulation was discovered by accident when a dentist in Sweden found a dramatic reduction in plaque and calculus in one of his patients. The patient had not changed his oral hygiene but was now consuming fresh seaweed as part of living in a new country. This led to the discovery of the algae which has been shown to improve oral hygiene.

Free from artificial colours, preservatives, gluten and sugar and rich in natural iodine and important vitamins/minerals, ProDen PlaqueOff comes in a powder form which is easily added to wet or dry food every day. The daily recommended amount is ½ scoop for small dogs up to 10kg + cats, 1 scoop for medium dogs 10 – 25kg and 2 scoops for large/giant dogs 25+kg. Initial improvements are normally seen within 5-8 weeks.

ProDen PlaqueOff Animal is available nationwide from veterinary practices, pet shops or mail order on 0845 226 0660. RSP £9.99 for 60g, £25 for 180g and £48.95 for 420g. For your local stockist, please call 0845 226 0660 or visit www.molarltd.co.uk.

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Notes to Editors

- ProDen PlaqueOff™ Animal. Formulated in powder form that is directly added to animals' food, it is *Ascophyllum nodosum* and can help reduce tartar, plaque and bad breath in animals.

- ProDen PlaqueOff™ is contraindicated for pets receiving treatment for Thyroid problems
- There is nothing in the contents of PlaqueOff, (which only contains granulated seaweed) that would be likely to cause unwanted reactions. However, if you have any concerns, please consult with your veterinary professional.

For further information, please contact:

Sonya Corbett / Wendy Campling

Sparkle PR T: 020 8686 4885 / 8441

E:sonya@sparkle-pr.com; wendy@sparkle-pr.com

References:

¹ Research undertaken from Sune Wikner, SweDenCare AB, Umeå, Sweden, Christina Timander, private practice, Stockholm, Sweden and Jan Bergström, Institute of Odontology, Karolinska Institutet, Huddinge, Sweden.

