Bad breath? Good news

Helps to freshen breath and fight plaque formation

Cooldent®
The causes of halitosis

Bad breath, or halitosis, is a common problem in dogs and generally has two causes.

1 **Oral causes**
   - Plaque and tartar are closely linked to the presence of bacteria and foul-smelling compounds that cause bad breath.

2 **Non-oral causes**
   - Bad breath can also be caused by problems occurring away from the mouth, such as:
     - systemic diseases (e.g. renal failure, diabetes)
     - respiratory disease
     - gastrointestinal disorders

The solution: Cooldent

How does Cooldent work?

Cooldent contains natural ingredients which help to reduce the effects of halitosis:

**Pomegranate: anti-plaque action**
- Sustainable effects which help prevent halitosis
  - Helps to prevent the formation of dental plaque, which is the main cause of bad breath

**Inulin: helps to reduce malodorous digestive components**
- Helps maintain a balanced intestinal flora
  - Aids the activity of health-enhancing intestinal bacteria
  - Contributes to decreased gas production

**Mint and parsley: fresh mouth feeling**
- Quick breath-freshening effect
  - Reduces volatile flavour compounds produced by bacteria

Did you know?

- Professional removal of plaque can be a challenge in elderly dogs - whose breath tends to get worse over time
- Even with daily oral hygiene, bad breath can persist, especially when caused by non-oral problems
- Diseases of the teeth, such as periodontal disease, affect 80% of dogs and result in bad breath

**Efficacy**
- A fresh mouth – within 5 minutes after consuming – which lasts an hour or more
- Heightened activity after a week of daily use

**Palatability**
- Up to 9 out of 10 dogs like the taste of Cooldent

**Safety**
- No effect on general health and biochemistry when 1, 5 or 10 tablets a day are taken
Fast-working and effective

Highly palatable

Proven efficacy
Fast and lasting effects

1 tablet a day
Additional tablets can be given (up to 10 throughout the day)

Instant results
In ‘emergencies’ when a quick fix is needed, e.g. in the car or other close-up scenarios

As a one-month course
For longer-term oral health

Virbac pet oral hygiene system
Offers a complete range of toothpastes, toothbrushes, chews and rinses for a comprehensive pet oral hygiene programme.

References
9 Internal data
10 Navarro C., Chaix G., Guerdoux A. (2014) Acceptability and tolerance of a new tablet (Cooldent™) designed to fight halitosis. 23rd ECVD