

E-GUIDE

The Ultimate Guide to Tartar Removal in Dogs

CLEANY TEETH
for dogs

Welcome.

All you need to know about plaque and tartar in dogs

In recent years, a lot has happened in the area of oral health for dogs. Thanks to the Internet, owners are better informed about their animal's vulnerabilities and diseases. New technologies enable new treatments and better prevention. Awareness of the importance of good dental and oral care has increased. However, these advances brought confusion and skepticism.



Unfortunately, many dog owners still do not know how susceptible dogs are to plaque and the resulting periodontitis. Others fear the dental treatment of their loved ones, e.g. due to the risks of general anesthesia or they simply cannot afford the professional plaque removal at the vet. Others, in turn, still seem convinced that dental care is superfluous in dogs. **There are (still) numerous errors in people's minds that lead to dogs being unnecessarily ill, in pain or suffering.**

In this Guide we put together all the facts and information you should know around plaque, oral care and health for dogs to create clarity and help you keep your family member healthy.

Because there are effective ways and means that keep your pet effectively supported and protected.

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Please worry about your dog's teeth

One of the most common and significant health problem in dogs are oral diseases, which include dental and periodontal ailments*.

The facts:

80%
of dogs older than 3 suffer from periodontal ailments, i.e.

- **Gingivitis** = gum inflammation and/or
- **Periodontitis** = Dental root infection

Periodontitis
in dogs is their **most common illness** of the oral cavities, it frequently begins at the age of **2 years**

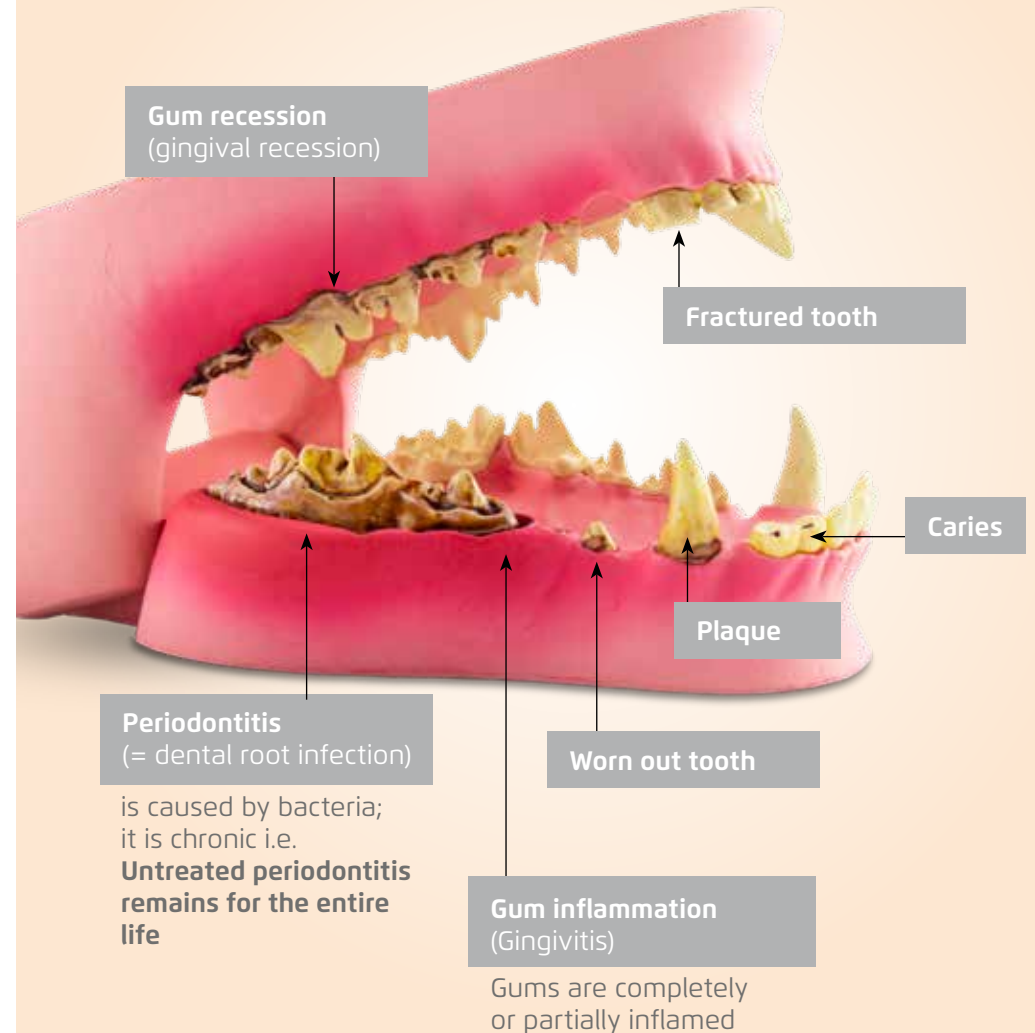
Up to **85%**
of all dogs are affected by a **gum inflammation.**

All
periodontal diseases have a **negative effect on the overall health** (heart, kidney, liver) and **life expectancy** of the animal.

To recognize dental and periodontal diseases, to treat them effectively and to prevent them through **regular care**, is an important element in maintaining the health of your four-legged family member. And this is exactly what **you, as the dog owner, are responsible for.**

*The inflammatory periodontal ailment is a collective term for gingivitis and periodontitis or dental bed disease.

Frequent dental problems in dogs



Don't let it get that far. Check your dog's dental condition regularly.

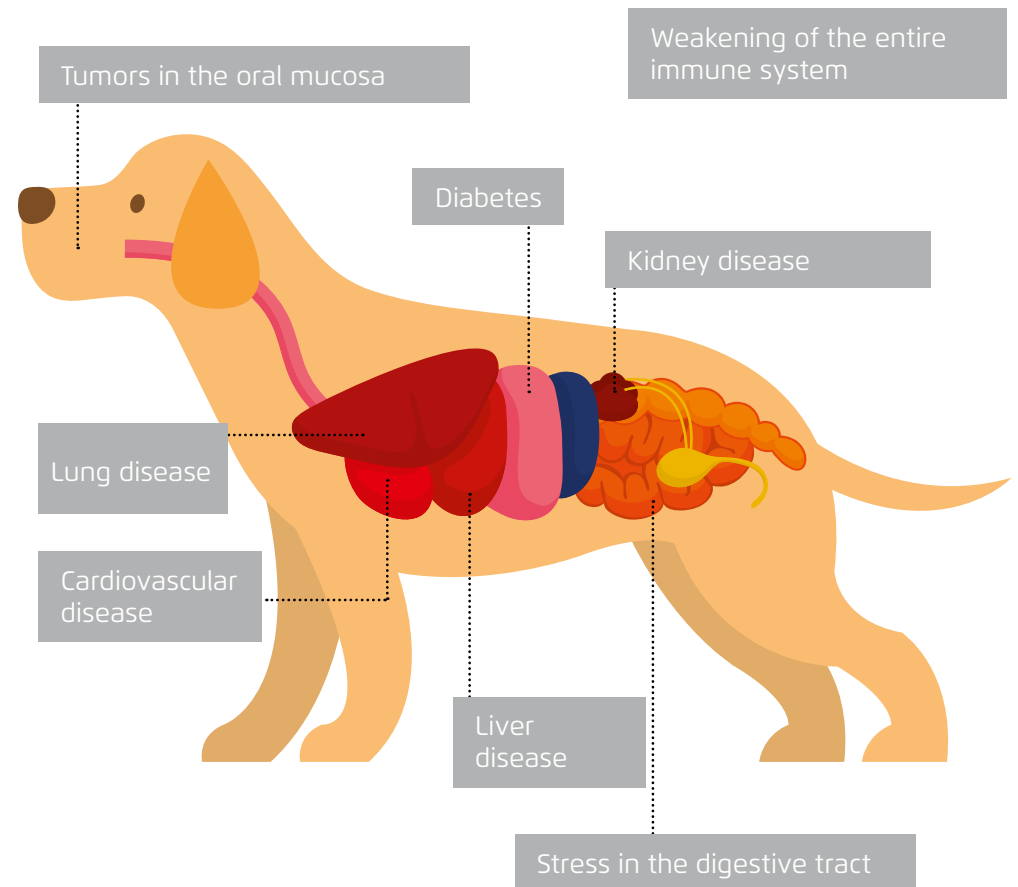
Dental diseases can have severe consequences

All chronic diseases and inflammation of the gums and the mucous membrane of the mouth **represent a serious danger for overall health:**

- They can **lead to serious illnesses, especially for the heart, kidneys and lungs.**
- They **promote the development of tumors** in the mucous membrane of the mouth, which are often malignant and grow extremely quickly.
- They **weaken the immune system** and thus lower the resistance against infections and diseases.
- They often lead to **problems when eating**, as the food is insufficiently crushed and pre-digested when the dog is in pain. This **strains the digestive tract**, making it tired and beaten down.

In most cases, **plaque** plays an important role in the mouth of dogs. Plaque is always characterized by a **very high bacteria count**. **If these bacteria are released into the bloodstream, they can settle in organs and cause long-term damage** (see illustration on the right).

Oral diseases in dogs increase the risk of developing serious illnesses enormously:



Please take these signals seriously. If your dog is showing symptoms, **please take him to the vet immediately.** Otherwise it might be too late for treatment.

Tartar and plaque in dogs is dangerous

Some people are convinced plaque is normal and there is nothing you can do about it. This is a fundamental error.

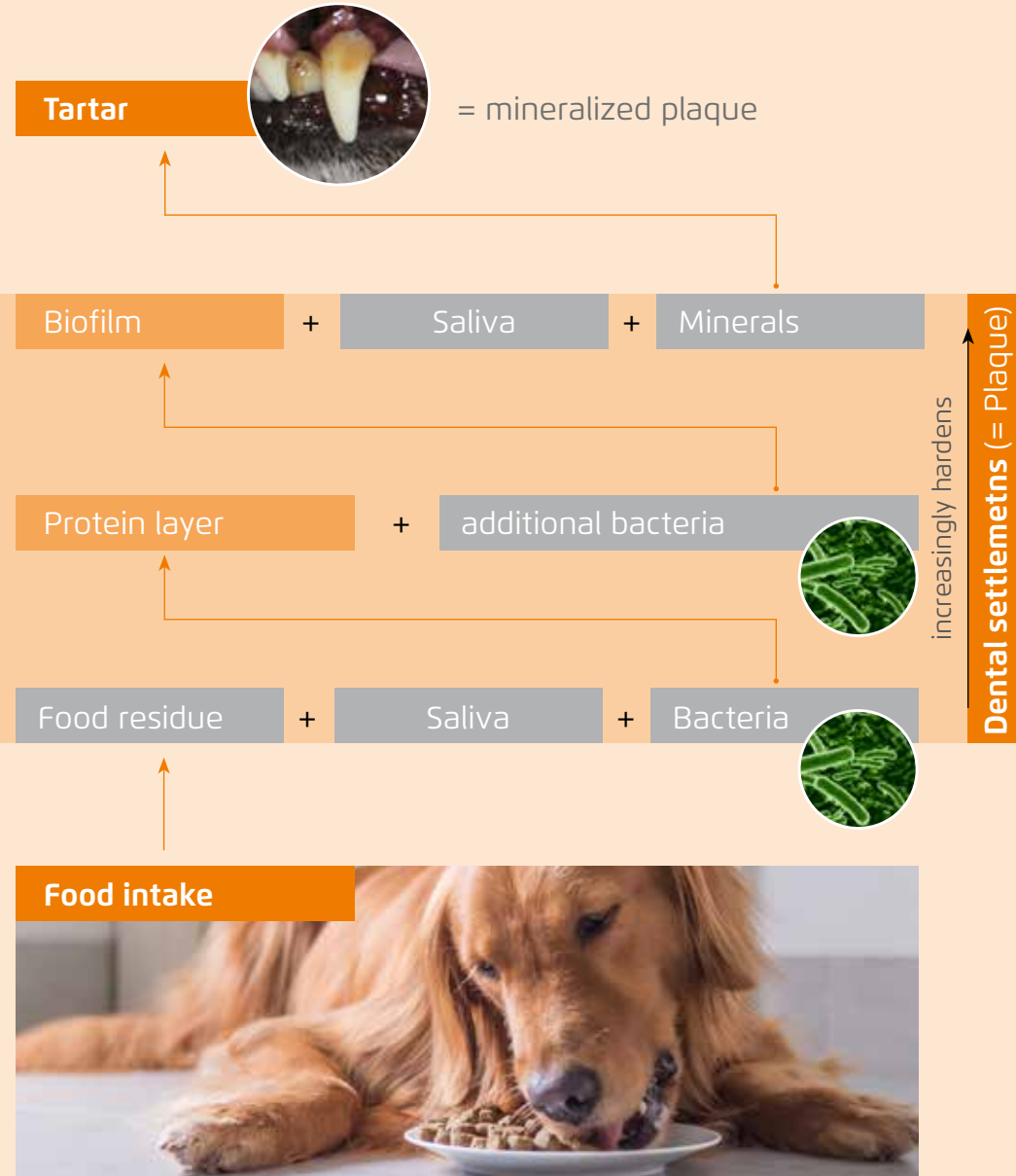
Fact is:

- The formation of plaque is a normal process. **It forms via food particles, saliva and bacteria.**
- First, a layer of protein is formed on the surface of the teeth (can be removed). If this layer is not removed, bacteria gather to form a biofilm that adheres firmly (**plaque**) and is reinforced by minerals in the saliva. At this point the solution becomes more difficult. Tartar has been formed, and special means are needed for removal.
- **Tartar** is rougher and can be felt by putting your finger on the tooth. Tartar promotes the further settlement of bacteria and forms **the foundation for gingivitis and subsequent periodontal diseases in dogs.**

Conclusion:

Although tartar formation cannot be prevented, the deposits should be removed as early and as regularly as possible. There are different methods of removal; the latest and most advanced is the gentle removal by means of an ultrasound toothbrush made for dogs (CleanyTeeth for dogs).

Background: How plaque forms



Good News: **Not** every dog gets periodontitis.

Periodontitis is a bacterial infection that leads to a largely irreversible destruction of the periodontium. It is widespread in dogs. But: **Since it is known how the disease develops, something can be done about it – both preventively and if the dog is already ill.**

The **facts about periodontitis in dogs** are:

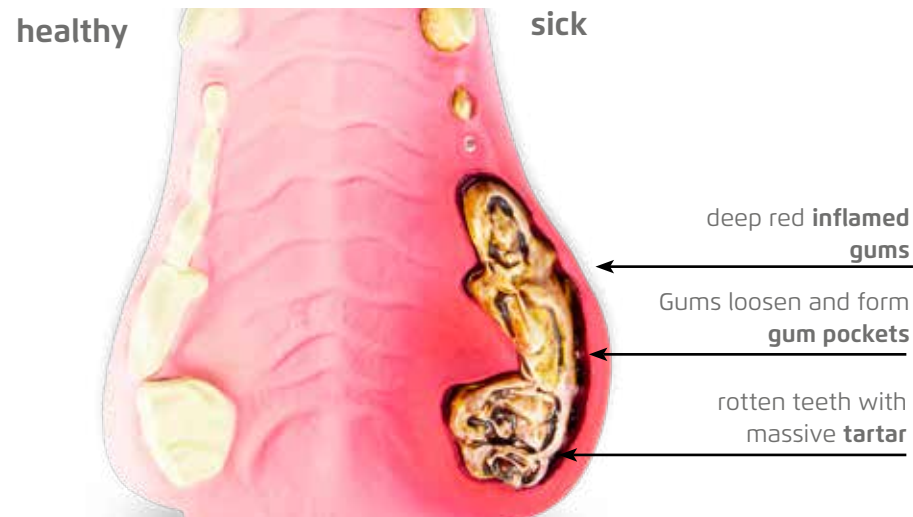
- **80% of adult dogs (> 3 years)** have a periodontal disease
- In particular **older dogs** suffer more often from severe periodontitis
- **Short-headed dogs** tend to be more susceptible, because they have teeth that are too big for their small-bred heads and therefore have malpositioned teeth
- Dogs that **don't receive treats and sweets** usually have excellent teeth (e.g. police or military dogs)
- Dogs that are **fed only 1 x a day** are less affected (because the teeth are cleaned longer by saliva)
- Dogs that are fed **dry food** benefit from its cleansing effect
- **Regular tooth brushing prevents the disease from occurring**

Dogs suffering from a periodontal disease should definitely be treated – in severe cases at the veterinarian. In the early stages of periodontitis, the CleanyTeeth for dogs ultrasound toothbrush for dogs can be utilized. Otherwise their quality of life and the state of health suffers massively.

Inflamed gums and periodontitis in dogs



Canine jaw model:



Read on the following pages, how periodontitis develops and how to combat it.

How periodontitis develops

Periodontitis is an inflammation of the dental bed. It's caused by the accumulation of tartar and bacteria and manifests itself in a severe destruction of the periodontium.

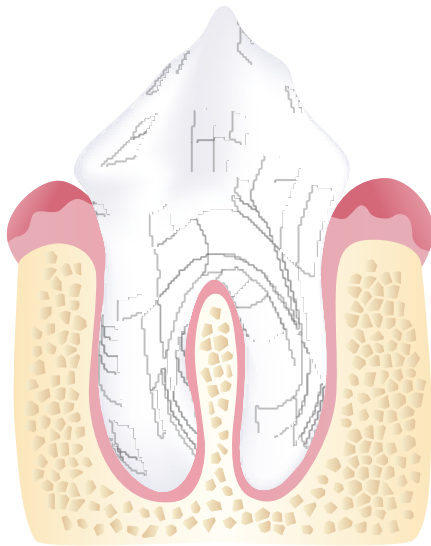


This is what it looks like in reality: **Severe periodontitis** with heavily inflamed, swollen gums

HEALTHY

Healthy canine tooth

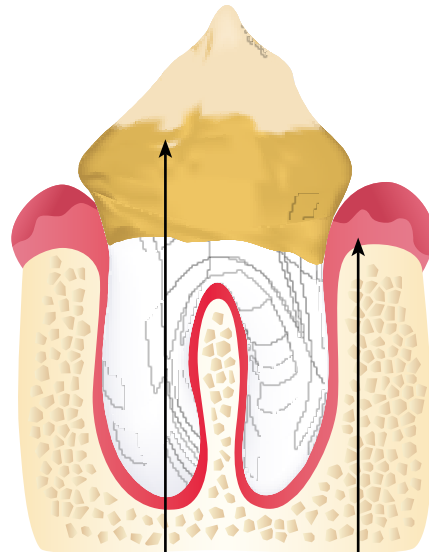
1



PLAQUE

Plaque hardens, so that Tartar is formed

2



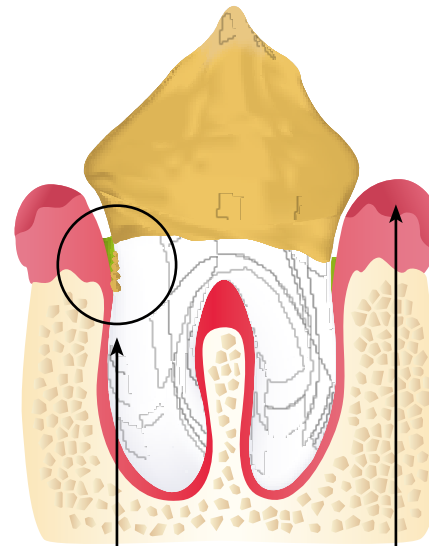
Tartar on the crown of the tooth and on the gumline

The gums begin to be inflamed and separate from the edge of the tooth.

GINGIVITIS

Gums become inflamed + form gum pockets

3



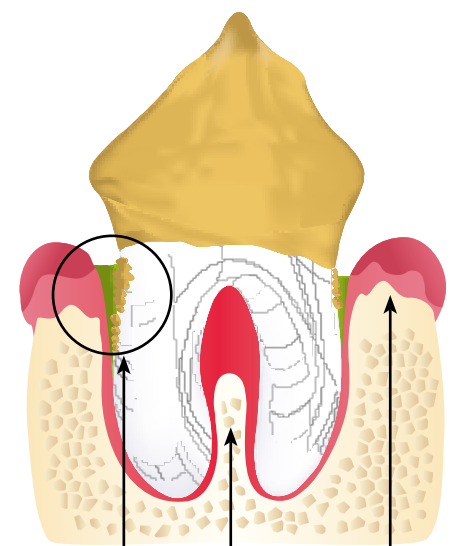
The detached gums create a gum pocket. The ideal breeding place for bacteria.

Inflamed gums

PERIODONTITIS

The gums recede, the pocket deepens, the periodontium inflames.

4



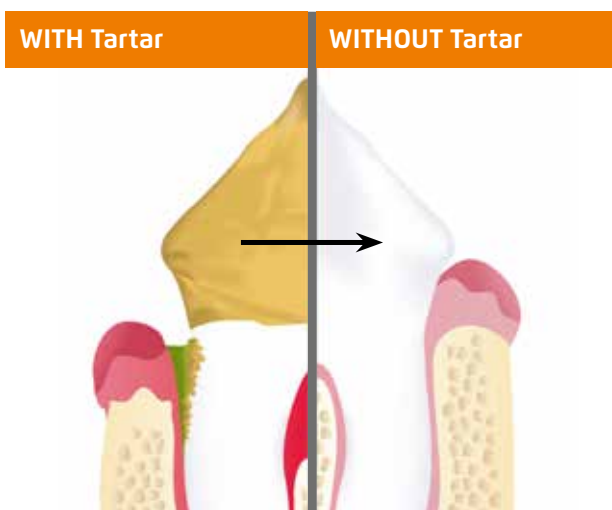
Even deeper gum pockets and even stronger bacterial colonies

Gum recession and incipient bone recession

The tooth bed suffers greatly; in the final stage the teeth loosen and fall out.

How to prevent and combat periodontitis?

Periodontitis can be combated – best of all, by not letting it progress in the first place.



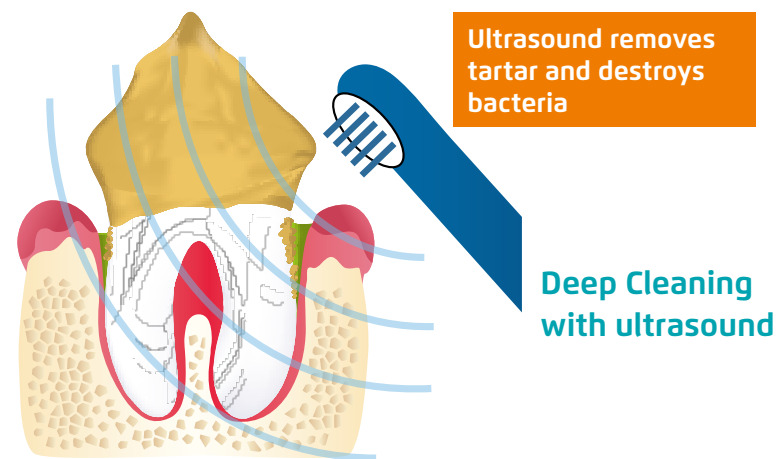
Remove tartar and the inflamed gums will heal

1 | To prevent tartar formation and bacteria accumulation:

- Remove plaque regularly
- Remove tartar (= hardened plaque) regularly
- both by tooth brushing
- ideally use soft ultrasound at home to remove plaque and tartar on a regular basis (once a week)

2 | If the gums are already inflamed:

- Combat gingivitis through the removal of tartar (it's the cause of the inflammation)
- Cleaning the gum pockets by means of ultrasound so that the inflammation can heal. (ideal for that: CleanyTeeth for dogs)



Ultrasound oscillations penetrate deep into the tissue. They provide a possibility to remove bacteria from gum pockets.

3 | IMPORTANT: In case of severe periodontitis:

- Professional dental cleaning at veterinarian (animal dentist)
- Followed by: regular removal of plaque and tartar to prevent the generation of new tartar

The Solution: Tartar can best be removed using Ultrasound

What is Ultrasound?

Ultrasound* is a creation of soundwaves higher than the upper audible limit of human or dog hearing. The waves travel as **harmless oscillations** (analogous to soundwaves from a loudspeaker). It is **harmless to humans and animals**.

Ultrasound can be used for cleaning, generating images, sterilizing or healing wounds and much more.

The two unique features of Ultrasound:

1. Cleaning Effect:

Ultrasound “blasts” plaque and tartar from surfaces (such as teeth)

(an example of why it is used in a wide variety of applications from cleaning glasses and jewelry to medical purposes such as wound repair, and imaging)

2. Antibacterial Effect:

Ultrasound destroys bacteria

(the ultrasound has been shown to eradicate a variety of micro-organisms, including bacteria and viruses)

* Its unit of measurement is the number of oscillations in Hertz (Hz); each Hertz corresponds to one oscillation per second.

Two Types of Ultrasound for Teeth Cleaning

Soft Ultrasound

(= high frequency | low proficiency)



Ideal for:

- ✓ removal of plaque and medium/firm tartar
- ✓ regular cleaning of gum pockets
- ✓ regular **tooth cleaning**
- ✓ Prophylaxis

Use: **with Mira Pet at home**

NO anesthesia

AT HOME

Hard Ultrasound

(= low frequency | high proficiency)



In case of:

- ✓ very **firm** tartar
- ✓ cleaning of **deep gum pockets** with **severe periodontitis**

Use: must be done by **highly trained, competent veterinarian or veterinarian assistant**

Anesthesia required

AT VET

Hard Ultrasound at Vet (professional level)



Professional ultrasound treatment at the veterinarian's

= Removal of (heavy) tartar and
cleaning of the pockets
under anesthesia

Anesthesia required;
at least 1 hour



- to remove tartar that has formed over a long period of time
- the teeth are thoroughly cleaned inside and out with hard ultrasound (= low frequency and high power) and then polished.
- takes at least one hour
- is only possible under anesthesia

Soft Ultrasound at home



Ultrasound-Tooth Cleaning at home

= Quick tartar removal and
pocket cleaning
WITHOUT anesthesia

Stress-free at home
in 90 Seconds



At home you can regularly clean your dog's teeth with soft ultrasound, removing tartar and destroying bacteria.

- The treatment takes about 90 seconds. It is a simple process WITHOUT anesthesia.
- The cleaning process is stress-free and gentle for the dog.
- The cleaning prevents the formation of new tartar.
- Use the CleanyTeeth for dogs ultrasound at least once a week

The easy solution: Removing plaque and tartar with CleanyTeeth for dogs

The CleanyTeeth for dogs toothbrush:

- cleans the teeth and removes tartar
- prevents the generation of plaque and tartar
- cleans even where bristles **DO NOT** reach (e.g. gum pockets, interdental spaces, in fissures)
- kills pathogenic bacteria on the teeth, gums and especially in gum pockets
- promotes wound healing and regeneration
- offers **real prophylaxis**, no long intervals compared to visiting the vet once a year
- process takes **90 seconds**



Using this Ultrasound toothbrush is stressfree for the dog:

- NO anesthesia.
- NO sound.
- NO vibration of device or brush head.
- NO rotation of brush head.



Effectiveness of CleanyTeeth for dogs – BEFORE and AFTER:

→ Ultrasound removes tartar and destroys bacteria deep in the gums and gum pockets



e.g. Chihuahua, 4 lbs/2 kg after 15 days (multiple 1 minute treatments)

3–4 applications each 1 minute



CleanyTeeth for dogs outperforms all other tooth cleaning devices

Moving Brushes

Uncomfortable for pets



Movement by hand with brush



Rotation
≈ 30.000 per minute



Swivel
≈ 35.000 per minute

- ✓ Dogs do not accept noisy moving or rotating brush heads
- ✓ Rotation/Movement/Noise frightens dogs
- ✓ Manual or Sonic toothbrushes do not reach into gum pockets
- ✓ They do not counter bacteria/inflammation
- ✓ They only clean the tooth surfaces while wearing down the enamel

Motionless and silent cleaning

Ultrasound waves
≈ 60 million oscillations per minute

Perfect for pets



CLEANY TEETH for dogs

Electric and Sonic Toothbrush	CleanyTeeth for dogs Ultrasound (at home)
FUNCTION OF DEVICE	
cleaning	cleaning, prevention against inflammation, plaque & tartar removal
RESULTS	
removes soft plaque	removes soft plaque, removes and prevents tartar
NUMBER OF OSCILLATIONS	
little to no oscillations; 20.000 – 60.000 high speed rotations per minute	✓ 60 million oscillations per minute Soft ULTRASOUND
TEETH/TOOTH SURFACE	
✓ surface only	✓ surface and deep cleaning
CLEANING IN THE INTERDENTAL SPACE	
minimal	✓ full cleaning
CLEANING IN GUM POCKET	
- NO deep cleaning in gums	✓ cleans in gum pockets and reduces inflammation
REMOVEMENT OF TARTAR	
- soft plaque only	✓ removes soft plaque and tartar
HYGIENE AFTER USE	
bacteria survives on bristles	self-sterilizing
TREATMENT DURATION	
5 minutes	60 – 90 seconds

Cleaning your dog's teeth is important

Some are convinced brushing the teeth of dogs is nonsense. Dogs in the wild lived without brushing their teeth. Yes, that's true. However it doesn't matter.

The situation has changed today:

- Today's dogs **receive a wide variety of food to eat**, dry food, wet food, treats, sweets, leftovers from their owners – only a few have a clear view of what is hidden in this food (e.g. **sugar** (see box on the right)).
- Dogs **eat more often**: usually more than 1x a day, so that the natural teeth cleaning process by saliva is interrupted
- **80% of all dogs over three suffer from periodontitis** – and you can do something about it, by brushing your dogs teeth
- In addition to special food and so-called dental sticks, which both support the dental cleaning process, **veterinarians recommend, brushing your dog's teeth regularly** – with manual toothbrushes, even once a day
- **In the puppy stage, one should begin tooth cleaning, in order to prevent early periodontal diseases**

Ultimately, dog owners must decide for themselves. If the animal falls ill, it suffers. So please change your mind about brushing your dog's teeth.



No matter which technique you use, whether with the ultrasound toothbrush by CleanyTeeth for dogs or with a normal manual toothbrush. The main task is cleaning the teeth.

Warning: SUGAR!

Tartar-inducing bacteria love sugar! They break it down and form tooth-damaging acids – in people and in dogs!
Search for sugar-free food.



Tips for brushing teeth in dogs

We recommend an introduction period. It is best to start with a puppy. But even adult dogs can grow accustomed to it. Be **playful** and **create a stress-free, pleasant atmosphere** for yourself and the animal.

Tips for brushing teeth in dogs:


- Create a **casual atmosphere** and introduce a **specific command** (e.g. "teeth")
- At the beginning simply lift the lips and reward the dog; **each time go a little further**, e.g. touch the teeth and inside the mouth; lead the dog slowly towards you
- Daily cleaning is the ideal; 2 – 3 times per week is also good;
- **Ultrasound cleaning is easier** because the CleanyTeeth for dogs toothbrush cleans **without vibration, movement or sound**
- **Never use human toothpaste** (it forms foam and contains soap – both are dangerous for dogs); abrasive particles in store-bought human toothpaste can damage the enamel

Advantages of regular use of CleanyTeeth for dogs:

- **regular removal of the soft plaque** before it hardens and becomes more difficult to remove
- the later one begins with proper dental care, the more complicated the dental treatment becomes



The CleanyTeeth for dogs ultrasound toothbrush is held in the mouth gently against the teeth and gums – no scrubbing.

 Complete treatment time
60 – 90 seconds



Place the brush gently on the teeth and gums and move it in stages after holding stationary for 5 seconds

Special features of CleanyTeeth for dogs:



1
Ultrasound generation in the neck of the brush



Two types of Brush Heads:
Single-sided Brush Head for small dogs
and 3-sided Brush Head for larger dogs

Ultrasound cleaning area
= 3x as large as bristle field
= cleans quickly



2
Large cleaning area

CleanyTeeth for dogs:
"Best Dental Care Product"
 (GHP Award 2018)

- removes tartar
- cleans teeth
- reduces gum inflammation

BEST AWARD
 "Best Dental Care Product for Dogs"
 (ghp Award 2018)



Two types of brush heads –
 Easy to install and remove



Single-sided Brush Head:

- ✓ User can cut bristles with scissors for even smaller dogs.
- ✓ Equally effective to 3-sided Brush Head



Small dogs
 (4 lbs/2 kg)

3-sided Brush Head:

- ✓ Cleans multiple teeth surfaces in one pass = Quicker cleaning
- ✓ Equally effective to single-sided Brush Head



Medium dogs

Large dogs

What Customers say about CleanyTeeth for dogs



Great Product

"I have been looking for a tooth brush that is easy to use with quick results. **The CleanyTeeth for Dogs toothbrush has proven to be a great product and exactly what I have been searching for.** My show dogs have their teeth cleaned on a regular basis, in conjunction with their weekly baths. CleanyTeeth for Dogs keeps the teeth clean and gum's healthy and with a nice breath. **I highly recommend this product to all dog owners.**"
Poodle Specialist Anders Rosell

Safe money on vet-bill

"After spending over £300 on teeth cleaning at the vets for my Bichon Frise, Pandora, I found the CleanyTeeth for Dogs ultrasound toothbrush for dogs. A quick and efficient product, which not only removes tartar and staining, but also kills bacteria within the gum pockets. **With no noise, vibration or movement she now enjoys teeth cleaning on a regular basis and we will avoid the use of further unnecessary anaesthetics.**"

Heidi Anderton LCGI ICMG,
Owner of Absolutely Animals
Grooming School, London



It's so incredible

"Haha, It works ... **it's so incredible.** The brown teeth of our dog are brightening up visibly, the dark coronas on the gum are gone, same for the tartar which is vanishing.

Never thought but always hoped it'd work like this. **What an incredible device."**

Jens B. from Germany

Amazing difference to teeth and gums

"I love this...our 8 year old Morgan's just had her teeth cleaned this summer very costly about 600 dollars... so when the vet said my 3 year old twins would need it... I decided the cost was nothing compared to that...

I love this.. they accept it better than regular brushing...

I see an amazing difference in their teeth and gums... **wish I had known about this before** ..had a slight problem...sent me a new one immediately...love this."

Andrea Kup

Amazing

"Amazing toothbrush: I have had this brush for a few months now... **LOVE IT!!!**"

Amber Salah



More info about CleanyTeeth for dogs:
techmira.com

Manufacturer and European Sales
Techmira AG
Basel, Switzerland

Jess2dogs • CleanyTeeth Sweden

Jessica Åkerström

Besöksadress:

Norrkärrsvägen 17

132 36 Saltsjö-Boo

+46 070 796 28 58

info@jess2dogs.se

jess2dogs.se

 /Jessica Åkerström

 /jess2dogs