

How Dickinson Animal Hospital Cleans Your Pet's Teeth.



BEFORE



AFTER

- 1. Pre-anesthetic Blood Work:** This is a blood test that detects major organ and metabolic abnormalities that may complicate the anesthetic procedure.
- 2. Anesthetic Monitoring:** This includes monitoring of the heart, respiration and blood pressure.
- 3. Intravenous Catheter and/or Fluid Therapy:** Allows access for injectable drugs. Fluid therapy helps to maintain blood pressure during the procedure and avoid post-operatively dehydration.
- 4. Anesthesia:** Inhalant gas anesthesia provides a safe and comfortable dental cleaning.
- 5. Dental Scaling:** The process that removes the calculus and plaque from the tooth surface and below the gum line.
- 6. Dental Polishing:** Necessary for finishing the scaling and cleaning process. Provides a smooth tooth surface after scaling and delays the reattachment of plaque-causing bacteria.
- 7. Pain Management:** Based on the needs of your pet and the procedure done.
- 8. Extractions:** The health of each tooth is individually assessed, and any tooth that is diseased should be extracted.
- 9. Antibiotics:** If there is significant periodontal disease, antibiotics will be administered.
- 10. Digital Dental X-rays:** We also recommend dental x-rays. Many of your pet's dental problems involve the roots and other tissues which are not visible on a regular oral exam.



phil winter's marketing communications • ph. 800-803-8832 • www.philwinter.com • fax 888-302-8832

Your Pet's Dental Report Card

Ashley

10-12-13

pet's name

date



dental photos courtesy of:
Dr. Jan Bellows



reversible stage



reversible stage



potentially
reversible stage



irreversible stage

Dickinson
Animal Hospital
ph. (999)-999-9999

NICE JOB!

No sign of plaque or calculus:

Home dental care is needed to maintain these healthy teeth and gums. Brushing your pet's teeth is ideal. There are also products available to help make home dental care easier.

STAGE 1

Mild gingivitis:

The margin of attached gum is inflamed and swollen. Plaque covers the teeth. Home dental care is needed. If there is no improvement, dental cleaning is needed to remove current plaque buildup.

STAGE 2

Moderate gingivitis:

The entire gum is inflamed and swollen. The mouth is painful and odor is noticeable. Dental cleaning to remove calculus is needed **within the next month**. A calculus control diet and home dental care are needed afterward for prevention.

STAGE 3

Severe gingivitis:

The gums are cherry red and bleeding – they are damaged by infection and calculus. A sore mouth and bad breath are evident. Dental cleaning to remove calculus is needed **immediately**. A calculus control diet and home dental care are needed afterward to prevent recurrence.

STAGE 4

Periodontal disease:

Chronic infection is destroying the gums, teeth and bone. Bacteria are spreading through the body via the bloodstream and may damage the kidneys, liver and heart. Dental cleaning to remove calculus is needed **immediately**. Some teeth may be loose and need extraction. Home dental care afterward is necessary for future prevention.

DICKINSON ANIMAL HOSPITAL



DENTAL DISEASE

YOUR PET'S DENTAL REPORT CARD

DICKINSON
ANIMAL
HOSPITAL

Caring for your pet
Commitment to Excellence



1234 Any St.

Dickinson, TX 12345

ph. (999)-999-9999

ORDER FROM

phil winter's
marketing communications

www.PracticeBrochure.com

800 - 803-8832

phil@philwinter.com

**Bad breath is NOT normal –
it's a sign of disease!**

Why does my pet have bad breath?



After your pet has eaten a meal, plaque begins to accumulate on the teeth within four hours. This plaque consists of bacteria, saliva and food particles. The bacteria excrete toxins and enzymes that break down the gum tissue. As a result of

this bacterial infection, the gum line becomes inflamed and you will notice **a very foul-smelling odor from your pet's mouth.**

Bad breath is not normal – it's a sign of disease!

Over time, if plaque is allowed to remain on your pet's teeth, it mineralizes into brown tartar that you can see. This tartar contributes to abscessed teeth, which must be extracted. Other serious medical problems may develop from the buildup of bacteria, which can spread throughout your pet's body. Plaque and tartar accumulation lead to gingivitis and periodontal disease.

DID YOU KNOW...

Of all dogs and cats two years of age and older, 70%-85% have some degree of periodontal disease.

Don't let your pet suffer in pain!

You're probably not aware that your pet may be suffering in silence with dental disease. Some pets may experience severe or sharp pain while eating. Others may act depressed. Bad breath and drooling are the most frequent signs of dental disease. Diseased gums are thickened, reddened and bleed easily.



phil winter's marketing communications • ph. 800-803-8832 • www.philwinter.com • fax 888-302-8832

Why is professional dental care so important to you and your pet?

Dental disease is the most common illness encountered in veterinary medicine today and affects 8 out of 10 pets. Unfortunately, it is also the most untreated disease.

Pets often go for years with painful gingivitis, fractured teeth or severe tooth root abscesses without noticeable clinical signs to the owner.

Dental disease puts tremendous demands on your pet's organs, weakening the liver, kidneys and heart. **This additional stress can lessen your pet's quality of life and shorten life expectancy.**

But anesthesia for my pet's dental cleaning scares me!

The risk of allowing dental disease to continue untreated far outweighs the risks associated with anesthesia in all but a few, very sick patients. It is not true that anesthesia cannot be 100% risk free for people and pets but it is possible to make it a very controlled, very low risk event. We utilize the best available anesthetic agents, sophisticated monitoring equipment, and a trained technician assigned to monitor each patient, to create the safest procedure possible for our anesthetized patients.



DESIGN NOTES: You can edit any elements to meet your unique practice requirements and, if designed, include your own practice photos.

Home dental care –

ASK US! Numerous home dental care products are available to help you with your pet's dental care. These include such products as Hills Prescription Diet t/d, Maxi Guard Oral Gel, CET Chews, etc.



Signs of Dental Disease

Does your pet have...

- Bad breath
- Yellow or brown discolored teeth
- Red inflamed gums
- Loose or missing teeth
- Reluctance to play or chew toys
- Swelling around the muzzle or jaw

If your pet shows any of these symptoms, call us right away. He or she may be suffering from painful dental disease. **Pets can't tell you when they hurt.** Our doctors can give an accurate assessment of your pet's oral health.

Brushing your pet's teeth...

Brushing your dog's teeth is easy, and once familiar with the activity, he will look forward to it.

For the first few days, simply hold your pet as you normally do when petting him. For a minute or two, gently stroke the outside of his cheeks with your finger and praise him.

As your pet becomes more comfortable with this activity, place a small amount of dentifrice (veterinary toothpaste) on your fingers and let him sample the flavor. Soon, he will consider it a treat.

Next, introduce your pet to an animal toothbrush or finger brush. Gently raise his upper lip and place the brush against an upper tooth and the adjoining gum line.

Gradually increase the number of teeth you brush each day, but go slowly and not beyond your pet's comfort level. Build up to approximately 30 seconds of brushing each side of your pet's mouth.

Note: Some cats may also tolerate this procedure.



SAMPLE