Understanding your pet’s DENTAL HEALTH
Why is dental health so important?

The most common health conditions in cats treated by vets are gum inflammation and tartar – also known as gingivitis and dental calculus. You might be surprised to learn just how serious these conditions can be.

Poor oral hygiene in cats not only causes smelly breath, dental pain and tooth loss. By spreading to the liver, heart and kidneys, bacteria in the cat’s mouth can cause other serious health conditions too. In fact, studies have shown that issues linked to dental health can shorten a cat’s life by up to three years.

It’s been estimated that up to 80% of cats suffer from periodontal disease in their lifetime, with over 70% showing signs of gum disease before they reach the age of three.

The good news is by keeping your cat’s teeth and gums in good condition by tooth brushing at home, regular check-ups with your vet and a specially designed dental diet, you can help your pet enjoy a longer, healthier life.

What are the most common dental problems in cats?

As in humans, serious oral diseases in cats often start with the simple build-up of plaque.

**Plaque**

Plaque is a film of bacteria and food that attaches to the surface of the teeth. Invisible at first, it becomes creamy-grey in colour as it thickens. Plaque can be very easily removed at this stage – either through brushing or by chewing a dental diet or toys. However, serious problems arise when plaque is left undisturbed.

**Tartar**

As calcium from saliva is added to the plaque, it hardens into a creamy-brown deposit known as tartar or calculus. This is not harmful in itself, but it does increase the surface area that new plaque can attach to – accelerating the rate of build-up. Tartar can’t be removed by brushing, only by veterinary dental scaling.

**Gingivitis**

As plaque and tartar build up, there is a greater risk that the cat will develop gingivitis. Gingivitis causes swollen bleeding gums and can be serious, but it is reversible with proper dental care.

**Periodontal disease**

Left untreated, gingivitis can lead to periodontal disease. This is inflammation and infection around the teeth, which often shrinks the gums and loosens the teeth. Severe periodontal disease cannot be reversed, so it’s important to treat it as soon as possible.
How can I best look after my cat's teeth?

Good dental care is just as important for cats as it is for humans. It's not just for older cats either: periodontal disease can affect cats that are only five months old.

A leading veterinary organisation has developed a set of dental health guidelines for cat owners. The three main recommendations are:

1. **Regular oral examinations by a vet.**
   This should be at least every six months for healthy cats, more frequently for cats with periodontal disease. If needed, the vet may carry out dental scaling under general anaesthesia.

2. **Regular tooth brushing at home.**
   Although it's recommended for all cats, studies have shown that only 10% of owners manage to brush their cat's teeth regularly.

3. **Use of dental diets and chews.**
   Particularly when tooth brushing is not possible, dental diets and chews can help to support feline dental health.

Whether you've successfully established a brushing routine with your cat or not, Feline DH Si/Ox Dental Health can help make a difference. Highly palatable, Feline DH Si/Ox Dental Health is clinically proven to help reduce plaque and tartar build-up.

The benefits of feeding Feline DH Si/Ox Dental Health to your cat.

- **Plaque and tartar reduction.**
  Clinically proven to reduce the accumulation of plaque and tartar.
  In a scientific study, cats fed Feline Dental Health had on average 24% less plaque and 42% less tartar build-up, compared to cats fed a regular diet.

- **Gingivitis reduction.**
  Clinically proven to help reduce gingivitis severity.
  In two scientific studies, cats fed Feline DH Si/Ox Dental Health had reduced gingivitis compared to cats fed the control diet.

- **Patented kibble.**
  For deeper tooth penetration and greater cleaning effect.
  Feline DH Si/Ox Dental Health kibbles are specially designed to be harder to break than conventional dry food. The cat needs to bite deeper into each piece – and this “brushes” the teeth clean while feeding.

How it works.

The kibble is coated with a specific compound often used in toothpaste and dental floss. This acts as a tartar reduction agent, binding calcium in the cat’s saliva to cut the amount deposited on teeth as tartar.

Feline DH Si/Ox Dental Health kibbles have been specially designed to "brush" the teeth without irritating the gums.
PURINA® – a name you can trust.

For over 85 years, PURINA® has been one of the forerunners in pet nutrition. By harnessing the power of science, we’ve created PURINA® PRO PLAN® VETERINARY DIETS – a range of innovative and effective formulas designed to help you support the health and quality of life enjoyed by your pet.

By visiting your vet regularly and feeding Feline DH Si/Ox Dental Health, you can be sure you are giving your cat the best possible care and nutrition for good dental health.

Awarded the VOHC Seal of Dental Efficacy

Feline DH Si/Ox Dental Health: a reassurance for urinary health.

Up to 10% of cats admitted to veterinary hospitals show some signs of Feline Lower Urinary Tract Disease (FLUTD), a urinary condition caused by cystitis or urinary stones or crystals. We’ve formulated Feline DH Si/Ox Dental Health to help reduce this risk. So while you are looking after your cat’s dental health, you can be confident you are also being kind to their urinary tract.

Feeding guidelines:

Feline DH Si/Ox Dental Health is designed to reduce plaque, tartar (calculus), gingivitis and halitosis in cats. It can be used:

- Following professional cleaning (scaling) by your vet.
- As the sole food for the lifetime of the cat.
- In combination with tooth brushing and cleaning at home.

Please note that it’s normal for your cat to chew Feline DH Si/Ox Dental Health for longer. This is a sign that it is working. Feline DH Si/Ox Dental Health should not be mixed with liquids – it is important to preserve its crunchy texture.

The feeding amounts below are recommended as a guideline only. Ask your vet how much you should be feeding your individual pet.

FEEDING RECOMMENDATIONS:

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<tr>
<th>Body weight (kg)</th>
<th>Daily feeding quantities (adult maintenance)</th>
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<tbody>
<tr>
<td>2</td>
<td>35</td>
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<td>3</td>
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For each additional kg of body weight, feed an additional 15g of food per day.