



Word of healthyMouth

A **healthymouth™** bulletin brought to you by

[Hale Veterinary Professional Corporation](#)

Ontario & Quebec distributor of

healthymouth™ products.

Gaining Acceptance and Dealing with Exceptions

While most dogs and cats accept healthymouth™ water additive without any issues, not all do. Heck, I am told some people do not like beer (though I have trouble believing that). So, for those occasional cases and to increase the chances of acceptance, we offer the following suggestions.

Dog vs. Cat formulation

The only difference between the cat formulation compared to the dog formulation is the addition of taurine and certified mercury-free Norwegian salmon oil (source of omega 3 fatty acids). Not all cats like salmon flavour and some dogs love it. I always start by asking if the pet does or does not like fish flavours. If the answer is yes, dispense the cat water (regardless of whether the patient is a dog or a cat). If the answer is no (as it is for my two cats), then give the dog water (which has less flavour). If the owners do not know, then take a best guess keeping in mind that the dog formulation has less odour and flavour so is a good first choice for finicky pets.

Take it slowly

As with the introduction a new diet, it is best to introduce healthymouth™ water additive gradually. I recommend mixing a jug at the label dilution (5ml/liter or one teaspoon/quart). Then

mix about 25% this treated water with 75% plain water for a few days until it seems the pet has accepted this. Then go 50:50 for a while, then 75% treated to 25% plain for a while and then just treated water. It is not a race and being patient with the introduction can pay off.

healthymouth™ lite.

While the goal and label instructions are to be using the water additive at 5 ml/L, you would still get benefit if you can get the pet up to 4 ml/L. In fact, for large dogs who may go through large volumes of water, I routinely recommend going with 4ml/L. Even if you can get up to 3.5 ml/L you would be doing the pet some good.

Which Bowl?

Sometimes the first step is the toughest. To introduce the odour/flavour to a pet, consider adding some treated water to the pet's food for a few days. After the pet gets used to the presence of the ingredients in the food, they may be more likely to accept them in the water bowl. Actually, for animals on a 'wet' diet who do not drink much from their water bowl (because they get their water in their food), using the treated water in the food on an regular basis is a valid option.

healthymouth™
Dental Care that Dogs, Cats and Horses Drink™

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Try a squirt

If all of the usual tricks do not get the animal accepting of the product in their water bottle, there is another trick. As you know there is a water additive format, a topical spray and a topical gel. The ingredient panel of the topical spray is virtually identical to that of the water additive. The spray has the same ingredients but just a bit more of the xanthun gum to make it a bit thicker for increased contact time. That notwithstanding, the water additive concentrate should work just fine as a topical spray (or squirt). I would dispense a small squirt bottle such as the one ounce bottle shown to the right and follow this instructions for the spray printed below.

Spray Instructions:

Shake the container well.

As an introduction, allow pet to smell a small amount of the spray formula on your finger.

With the tip pointing toward the gum line but not touching the teeth, aiming at a 45 degree angle to the tooth/gum, gently squeeze, allowing the liquid to flow through. Repeat for the lower teeth/gums. Do not forget the molars at the back of the mouth. Do not rinse off. Bottle tip may be washed off after use.

Best results when used at night after last meal and before bedtime. Use every day for continued results. Can be used alone or in conjunction with **healthymouth™** anti-plaque water additive for an **optimum daily daily plaque control**.

Keep out of reach of children. Discontinue if adverse reaction to this or any product occurs. Read ingredients and consult your veterinarian before use in case of any known pre-existing hyper-sensitivity or if combined with prescribed medication.



Above: one ounce bottle with squirt tip.

Admitting Defeat

So after all that, there will still be a small percentage pets for whom healthymouth™ just is not going to work. For these rare situations, there is the 100% palatability guarantee.

Depending on where in the world you are and from whom you purchase healthymouth™, the mechanics of this process will vary. For my clinics in Ontario and Quebec, it works as outlined in this document:

<http://www.toothvet.ca/HM/hmPDFfiles/guarantee.pdf>

Other Ideas?

If you have found other strategies that have worked for you, I would appreciate it if you could share them with me so I can share them with others.