

Reasonable Expectations

Over the years there have been many products that were great ideas but that did not really make it big in the real world. For many of these products, the primary problem was that people had *unreasonable expectations* and so when the results failed to meet these *unreasonable expectations*, the consumer felt the product had failed.

When considering the **healthymouth™** products, it is essential that veterinarians and pet owners have *reasonable expectations* of what these products are intended to do and how.

When it comes to the entire water additive segment of the market, **healthymouth™** really is the only one to consider. It is the only one with VOHC acceptance for helping to control plaque, based on several clinical trials of the complete recipes given to the species for which the products are intended. It contains no toxic ingredients such as alcohol or xylitol. The topical gel is also the only product of its kind in the world and also has VOHC acceptance based on species-specific trials. Now there are also VOHC Accepted topical sprays for dog and cat and **healthymouth&mobility™**.

On the other hand, no product is a miracle. There is **NOTHING** that treats established dental disease other than mechanical/surgical intervention under general anaesthetic. To expect any potion, lotion, pill, diet or any other product to treat established dental disease is unreasonable and will always lead to failure and frustration.

Any product that claims to treat dental disease as an alternative to proper professional care is, in my view, a fraudulent product and I would like to see regulations banning companies from making such claims, especially without any credible evidence, but I digress.

healthymouth™, tooth brushing, VOHC accepted diets and chews, **ALL** of these are intended and should only ever be used as and

sold as aids in the maintenance of good oral hygiene when starting with a clean, comfortable, healthy mouth **AND** as part of a comprehensive oral care program that includes regular professional examinations and treatments under general anaesthesia. To expect more is unreasonable and will lead to failure and frustration.

I brush my own teeth twice a day. I floss daily. I still go see my hygienist and dentist every 9 months and they always find some areas to clean that I have been missing. This is not an either/or proposition. (either I brush or I go to the dentist). Well maybe it is. It is **EITHER** daily plaque control plus regular professional care **OR** your patients will have a lifetime of periodontal infection **OR** require whole mouth extraction.

