



What is the difference between plaque and tartar?

Dental plaque is a sticky, colourless film of bacteria and sugars (biofilm) that constantly forms on teeth. Without regular cleaning, plaque eventually accumulates and hardens into tartar. Tartar is calcified and hardened plaque that cannot be removed by brushing.

How long does it take for plaque to calcify and become tartar?

Within 24 hours plaque begins to combine with minerals naturally present in saliva and starts to harden. Plaque that remains on the tooth surface for more than 3 days mineralises to form tartar.

What will happen if I do nothing?

If tartar build up is left untreated it can result in bad breath and unhealthy teeth and gums.

What can I do to keep my pet's teeth and gums healthy?

This can be achieved by a combination of regular dental checks at your veterinarian, brushing your pet's teeth at least twice a week and daily use of **Troy ProDen PlaqueOff® Powder**.

Keeping plaque under control means healthier teeth, long term.



ProDen **TROY** PlaqueOff® Powder

- ♥ VOHC seal of acceptance awarded to PlaqueOff® Powder
- ♥ Helps reduce bad breath
- ♥ Suitable for cats and dogs
- ♥ Simply sprinkle onto your pet's food
- ♥ Free from additives
- ♥ No artificial preservatives
- ♥ Contains no gluten or added sugar
- ♥ Made from specially selected Norwegian Seaweed (D1070)
- ♥ Sold in over 50 countries



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ProDen **TROY** PlaqueOff® Powder



www.VOHC.org

An all-natural product for
Fresh Breath
Healthy Teeth & Gums

For healthier ♥ teeth & gums

100% Natural Product

For healthier ♥ teeth & gums



ProDen **TROY** PlaqueOff®

Powder for Dogs

Dental care is unfortunately one of the most overlooked health issues pet owners are concerned with.

As in humans, plaque bacteria constantly form in the mouth of all cats and dogs. Once plaque has calcified into tartar it can no longer be brushed off with a toothbrush. In many cases it has to be removed by a vet, using ultrasound and anaesthetic.

Troy ProDen PlaqueOff® Powder for Dogs is a dietary supplement, which can help reduce plaque and tartar. A completely natural product, made from specially selected Norwegian Seaweed (D1070), Troy ProDen PlaqueOff® Powder for Dogs has been found to have specific beneficial effects for oral care and reducing bad breath.

FEEDING INSTRUCTIONS

Small Dog	½ - 1 scoop*
Medium Dog	1 - 2 scoops*
Large Dog	2 - 3 scoops*

*measuring scoop included in the packaging

The product should be used once daily and can be added to both wet and dry food, either sprinkled on top or mixed through.

Use Troy ProDen PlaqueOff® Powder for Dogs regularly in accordance with the instructions. Results can usually be seen **within 2-3 weeks but may vary for each individual**. If the desired effect is not achieved after 2 months you can increase the amount. Aim to return to the recommended amount when the effect has been attained.

The positive effect can be seen as long as the product is taken, but disappears when you stop using it. The product is safe and can be used continuously.

ProDen **TROY** PlaqueOff®

Powder for Cats

Troy ProDen PlaqueOff® Powder for Cats is a tasty formula especially made for the discerning feline. Used daily, this completely natural product made from seaweed can significantly complement your cat's regular oral hygiene.

Troy ProDen PlaqueOff® Powder for Cats is a patented natural feed supplement which is clinically proven to reduce bad breath, plaque and tartar in cats. Troy ProDen PlaqueOff® Powder for Cats is made from the seaweed *Ascophyllum nodosum*. Since cats are known for having a more discerning palate, brewer's yeast has been added to this product – an ingredient which most cats love.

Troy ProDen PlaqueOff® Powder for Cats provides an easy complement to ordinary oral hygiene.

FEEDING INSTRUCTIONS

Cats (all sizes)	1 scoop*/day
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*measuring scoop included in the packaging

The product should be used once daily and can be added to both wet and dry food either sprinkled on top or mixed through.

Use Troy ProDen PlaqueOff® Powder for Cats regularly in accordance with the instructions. Results can usually be seen **within 2-3 weeks but may vary for each individual**. If the desired effect is not achieved after 2 months you can increase the amount. Aim to return to the recommended amount when the effect has been attained.

The positive effect can be seen as long as the product is taken, but disappears when you stop using it. The product is safe and can be used continuously.

FAQs



What is the VOHC approved seal?

The Veterinary Oral Health Council (VOHC) Seal of Acceptance is awarded to products that meet or exceed the VOHC standard for reducing the accumulation of plaque and tartar.

Is there a difference between powder for dogs and powder for cats?

Yes, there is a difference. Troy ProDen PlaqueOff® Powder for Cats contains brewer's yeast to increase palatability.

Can I stop brushing my pet's teeth?

Troy ProDen PlaqueOff® Powder is not a substitute for tooth brushing. It is a complement to brushing and the combination will help reduce plaque and tartar and keep your pet's mouth clean.

What do I do if my pet still has bad breath?

Persistent bad breath may be an indication of a more serious underlying condition and you should consult your veterinary professional.

Are there any side effects?

There are no known side effects, however, due to the rich iodine content of seaweed, this product may not be suitable for animals **undergoing thyroid treatment**. If unsure, consult your vet for advice before using Troy ProDen PlaqueOff® Powder.

Can pregnant and lactating animals use Troy ProDen PlaqueOff® Powder?

No studies have been carried out with specific focus on the effects of Troy ProDen PlaqueOff® Powder on pregnant or lactating animals. Therefore, we do not recommend giving the product to pets that are pregnant or lactating.