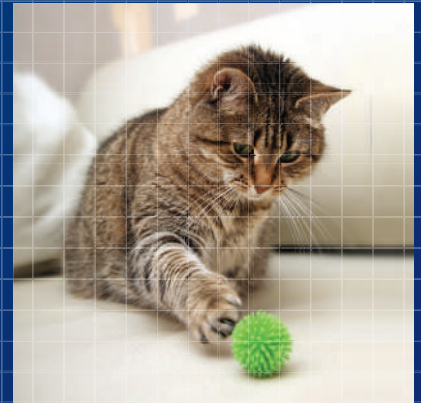


THE SCIENCE BEHIND OUR ORAL CARE PRODUCTS



MARCH 2023

PEDIGREE® DENTASTIX™ DAILY ORAL CARE CHEWS ARE SCIENTIFICALLY PROVEN TO REDUCE PLAQUE AND TARTAR BUILD UP, PLUS SUPPORT ‘GOOD’ BACTERIA IN THE DOG’S MOUTH

Chewing **PEDIGREE® DentaStix™ Daily Oral Care** everyday has been proven to reduce plaque accumulation by an average of 30% and calculus accumulation by approximately 60%*. New scientific research demonstrates **PEDIGREE® DentaStix™ Daily Oral Care** supports ‘good’ bacteria linked to periodontal health.

The specially formulated oral care chew has multifaceted modes of action:

- Active ingredients that reduce the build-up of calculus.
- Texture designed to encourage chewing and remove plaque. Chewing also stimulates the production of saliva, which provides another mechanism to remove plaque.
- A formulation which encourages ‘good’ bacteria associated with periodontal health.

Even dogs that eat **PEDIGREE® DentaStix™ Daily Oral Care** really quickly still take a huge number of chews to do so. In one study, dogs eating the product in the shortest time (40-50 seconds) took between 90 and 130 chews to consume a chew.



THE RESULTS:

Summary of the effect of **PEDIGREE® DentaStix™ Daily Oral Care** chews on plaque and calculus accumulation, relative to a control diet.

REDUCTION	PLAQUE (%)	CALCULUS (%)
AVERAGE	30.6	61.9
HIGHEST	68.1	97.3
GINGIVAL REDUCTION	25.0	ND



PLAQUE COVERAGE WITH DIET ALONE



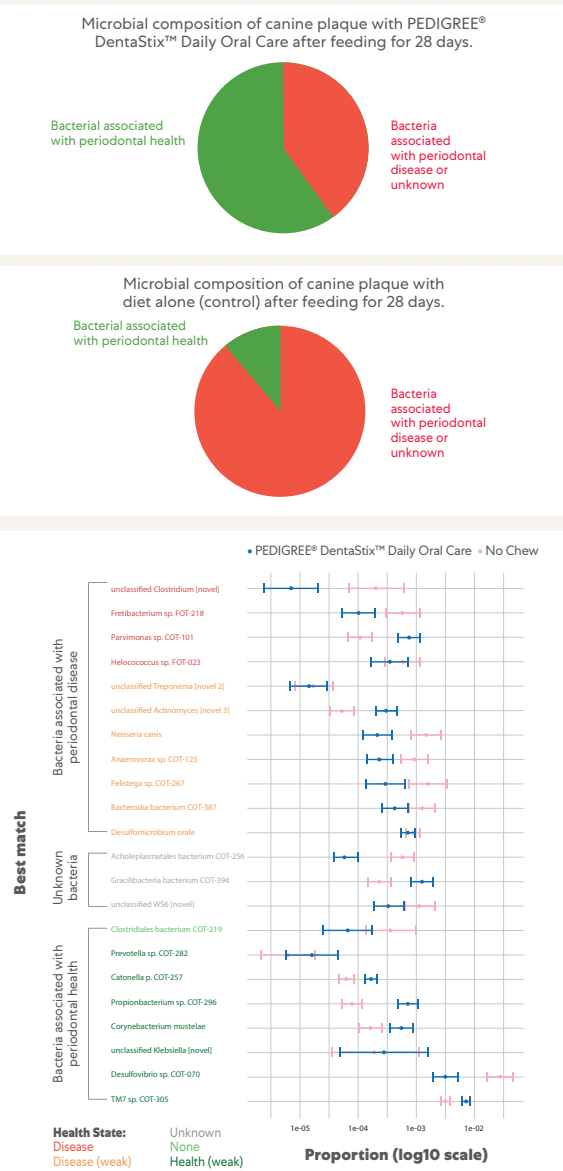
PLAQUE COVERAGE WITH PEDIGREE® DENTASTIX™ DAILY ORAL CARE

*Independently tested in canine dental efficacy studies at the University of New England, Australia, 2002 & 2003. Brown W and McGenity P. (2005) Effective Periodontal Disease Control Using Dental Hygiene Chews. Journal of Veterinary Dentistry. 22, 16-19.

Coloured representations of actual images. Images reproduced with permission of the WALTHAM Petcare Science Institute. Wallis C, Gill Y, Colyer A, Davis I, Allsopp J, Komarov G, Higham S, Harris S. (2016) Quantification of canine dental plaque using Quantitative Light-induced Fluorescence. Journal of Veterinary Dentistry. 33, 26-38.

THE LATEST SCIENCE:

PEDIGREE® DentaStix™ Daily Oral Care encourages ‘good’ bacteria associated with periodontal health.



Effect of feeding a daily oral care chew on the composition of plaque microbiota in dogs. Ruparell A, Warren M, Staunton R, Deusch O, Dobenecker B, Wallis C, O'Flynn C, McGenity P and Holcombe L. 2020. Research in Veterinary Science. 132, 133-141



A FRESH APPROACH TO BAD BREATH

Bad breath is caused by Volatile Sulphur Compounds (VSCs). **PEDIGREE® DentaStix™ Daily Fresh** chews contains a unique blend of active ingredients, to help reduce levels of VSCs – acting on bad breath at its source, rather than simply masking it.

How does it work?

- **Pedigree® DentaStix™ Daily Fresh** contains a unique active ingredient blend of Green Tea Extract and patented Eucalyptus Oil, which are proven to reduce VSCs, helping to freshen breath.
- Eucalyptus Oil helps to freshen breath in the short-term, and Green Tea Extract provides a longer lasting effect.



LOW FAT TREATS

PEDIGREE® DentaStix™ Daily Oral Care and **DentaStix™ Daily Fresh** chews contain less than 1.7% fat, are free from artificial colours and flavours. Both are designed for daily feeding. Please advise clients to reduce main meal by 10% when feeding **PEDIGREE® DentaStix™ Daily** products.

A DEEP CLEAN FROM JUST TWO CHEWS A WEEK

PEDIGREE® DentaStix™ Advanced is a dental chew designed by oral care science and technology experts at **PEDIGREE®** – with valuable input from leading veterinary dentists. It is specially designed to effectively reduce the build-up of plaque close to the gum line and provide a substantial clean from just two chews a week.

What’s more, the **PEDIGREE® DentaStix™ Advanced** recipe contains less than 1.8% fat, no added sugar and no artificial colours or flavours. It also tastes great and lasts significantly longer than other chews – around six minutes on average for the medium chew.



The Veterinary Oral Health Council (VOHC) is recognised worldwide as the leading independent pet dental review board. Board-certified veterinary dentists and dental scientists at the VOHC objectively review research and award the seal only to products that meet their high standards.



DENTASTIX™ ADVANCED



Brushing is best

Ideally, all owners should brush their dog’s teeth daily, thus preventing the accumulation of plaque and calculus. This is a common routine for humans, so it should be no different for dogs.

Online tooth brushing guides for owners, available from Pedigree®

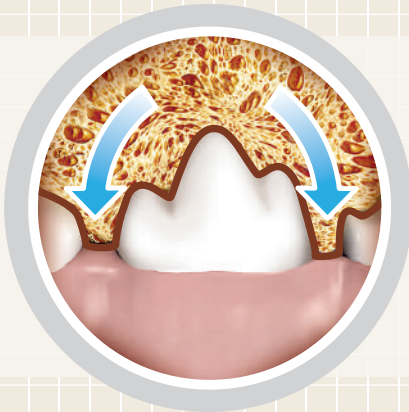


To view the video follow the link:
<https://uk.pedigree.com/caring/my-dogs-health/how-to-brush-your-dogs-teeth>



HOW DO PEDIGREE® DENTASTIX™ ADVANCED CHEWS REDUCE PLAQUE AND CALCULUS ACCUMULATION?

1 Mechanical action: Unlike other chews, **PEDIGREE® DentaStix™ Advanced** revolutionary texture (patent pending) cleans by flexing around the teeth and reducing the plaque build-up around the gingival margin.



2 Active ingredients: **PEDIGREE® DentaStix™ Advanced** contains zinc sulphate and sodium tripolyphosphate, both of which enhance its ability to reduce calculus formation.

THE RESULTS:

MULTIPLE CLINICAL STUDIES HAVE PROVEN THEY WORK

PEDIGREE® DentaStix™ Advanced has been tested in full clinical trials at independent research facilities. Plaque and calculus accumulation was compared in dogs on a dry diet with those on a dry diet plus two **DentaStix™ Advanced** chews per week.

REDUCTION	PLAQUE (%)	CALCULUS (%)
AVERAGE	48.5%	72.2%
HIGHEST	65.3%	92.4%
GINGIVAL MARGIN	42.6%	70.8%

Independently tested in a canine dental efficiency study at the University of Munich, Germany, 2013

ORAL MALODOUR: BREATH SAMPLE ANALYSIS

Feeding **PEDIGREE® DentaStix™ Advanced** results in significant reductions in volatile sulphur compounds (VSCs), responsible for bad breath in dogs.

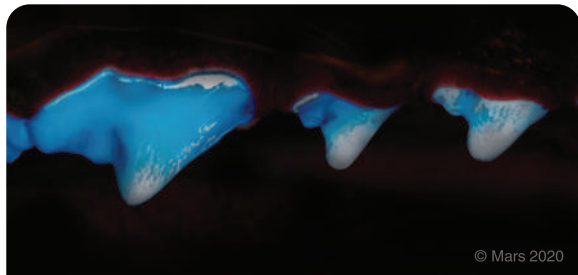
ORAL MALODOUR: BACTERIAL SAMPLE ANALYSIS

Organisms that form black pigmented colonies are those that produce VSCs, responsible for bad breath.

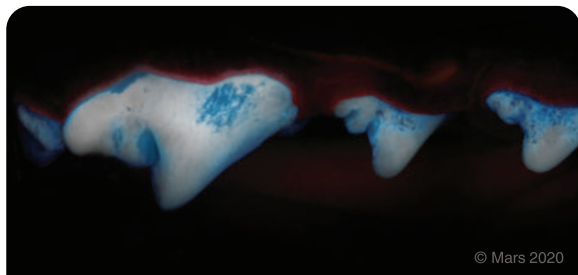
In plaque samples, the results have shown a significant reduction for **PEDIGREE® DentaStix™ Advanced** for both total colonies and black pigmented colonies ($p<0.001$) compared to the other interventions.

In tongue samples, the results have shown a significant reduction for **PEDIGREE® DentaStix™ Advanced** in black pigmented colonies ($p<0.001$) compared to the other interventions.

Effectiveness of oral care interventions on malodour in dogs
Croft C, Patel KV, Inui, T, Ruparell A, Staunton R, Holcombe LJ
BMC Veterinary Research. 2022. 18:164

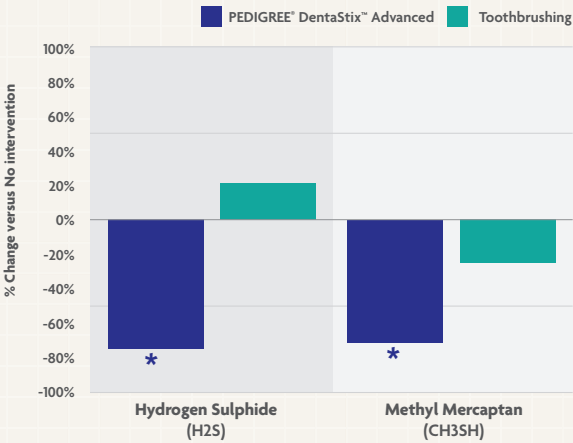


PLAQUE COVERAGE WITH DIET ALONE

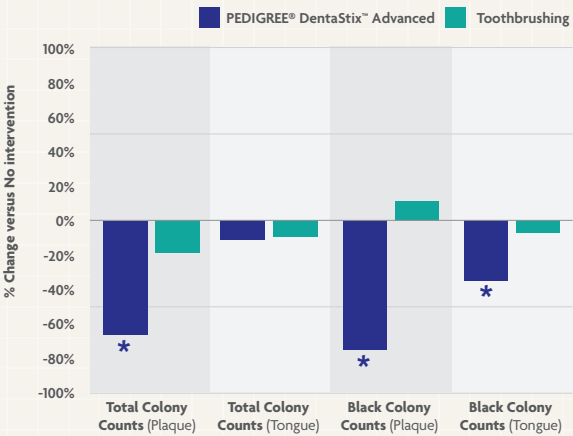


PLAQUE COVERAGE WITH PEDIGREE® DENTASTIX™ ADVANCED CHEW

Coloured representations of actual images. Images reproduced with permission of the WALTHAM Petcare Science Institute. Wallis C, Gill Y, Colyer A, Davis I, Allsopp J, Komarov G, Higham S, Harris S. (2016) Quantification of canine dental plaque using Quantitative Light-induced Fluorescence. Journal of Veterinary Dentistry. 33, 26-38.



* Indicate significant differences ($p<0.05$) with pairwise contrasts against no intervention
† Tooth brushing was carried out on the outer, buccal surfaces of the teeth for a minimum of two minutes.



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† Tooth brushing was carried out on the outer, buccal surfaces of the teeth for a minimum of two minutes.



Flexible & chewy to encourage dogs to chew and not gulp. Highly digestible and soluble.

Awarded with VOHC seal of approval for plaque and tartar control. The test results below demonstrate that chewing **Greenies™**, when compared to feeding dry dog food alone, helps improve the control of plaque and tartar accumulation on dogs' teeth.

VOHC testing results



GREENIES™ ARE AVAILABLE IN 4 DOG SIZE-SPECIFIC PACKS: TEENIE, PETITE, MEDIUM AND LARGE.



The EVDS endorses the VOHC seal of acceptance



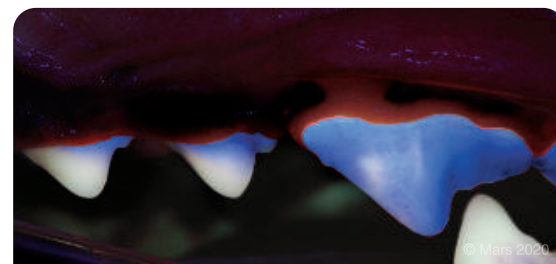
The Veterinary Oral Health Council (VOHC) is recognised worldwide as the leading independent pet dental review board. Board-certified veterinary dentists and dental scientists at the VOHC objectively review research and award the seal only to products that meet their high standards.

HOW GREENIES™ DENTAL TREATS WORK...

The unique flexible chewy texture of **Greenies™** gently rubs the teeth and gums. The chew is formulated to last longer – which stimulates saliva flow helping to wash away plaque.



Plaque coverage Control versus Greenies™



PLAQUE COVERAGE WITH DIET ALONE



PLAQUE COVERAGE WITH GREENIES™

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HELPING TO ENCOURAGE GOOD ORAL CARE IN CATS

You know the health of a cat's teeth is really important, but do your clients?

The tiny grooves on **Whiskas® Dentabites** gently clean the tooth surface as the cat's teeth contact the crunchy treats.

They're a client friendly way to provide daily proactive oral care for even the most finicky and uncooperative cats.

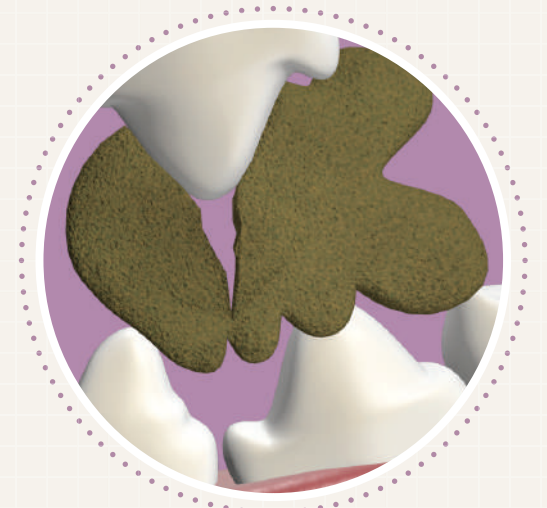


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WHISKAS® DENTABITES

Increasing efficacy by decreasing density.

The lower density of our feline treats makes them less likely to shatter as cats' teeth sink in. Many other cat treats may shatter upon contact, so there's less opportunity for mechanical cleaning action.



FELINE DENTAL HEALTH MATTERS

