Features/Functions:
• Delmopinol creates a barrier that inhibits bacterial attachment, the development of plaque biofilms, and the production of the volatile sulfur compounds of halitosis.
• Each daily chew releases delmopinol, which has been used for years in a human oral rinse.

Benefit:
Prevents bacterial attachment – demonstrated in in vitro laboratory studies1,2

Features/Functions:
• Disrupts the plaque matrix: The quick-melt formulation of ORAVET Dental Hygiene Chews releases delmopinol throughout the mouth, reducing the viscosity of bacterial proteins3 and the surface tension between the plaque and tooth enamel.
• Removes plaque and calculus: The scrubbing action of the chew works in parallel with delmopinol to effectively remove plaque and calculus.

Benefit:
Reduces existing plaque – through effective mechanical action

Features/Functions:
• Highly dissolvable: Demonstrated in in vitro canine digestion models.4
• Available in 4 low-calorie sizes.

Benefit:
Easy to give – for dogs 6 months of age or older

4 Data on file at Merial.
**Block Plaque, Calculus, and Halitosis with the Science of Proven Prevention**

- A statistically significant (P<0.01) reduction in plaque was recorded for the dogs offered the delmopinol-coated chew compared to the dogs that received the dry diet only. On day 56, the mean mouth plaque reduction of dogs offered the delmopinol chew was 42.1% when compared to the control group.  

- A statistically significant (P<0.01) reduction in calculus was recorded for the dogs offered the delmopinol-coated chew compared to the dogs that received the dry diet only. On day 56, the mean mouth calculus reduction of dogs offered the delmopinol chew was 53.8% when compared to the control group.

**Study Design:** Study dogs underwent a dental scaling and polishing 7 days prior to the start of the study. On study Day 0, halitosis, plaque, and calculus were evaluated, and dogs were stratified by their baseline plaque scores into 3 groups to receive: 1) Dry diet alone, 2) Dry diet and an uncoated chew, and 3) Dry diet and a delmopinol-coated chew. Each dog underwent another dental cleaning and polishing to ensure a clean mouth at the start of the test phase (56-day study period). Outcome measures (eg, plaque and calculus formation and halitosis) were evaluated at Days 28 and 56.

† Study was conducted with a prototype dental chew.


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**Confidence**

I believe your clients will appreciate how easy it is to block plaque, calculus, and halitosis by giving their canine pets ORAVET Dental Chews once daily.

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**Invitation to neutral**

Let's review the benefits of ORAVET…

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**It's the customer's decision**

…so you can decide whether ORAVET is a solution you’ll provide for Serious Oral Care Made Simple®.

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**Check-Off (Qualify)**

Identify if a Merial representative has recently presented ORAVET: Doctor, are you familiar with ORAVET Dental Hygiene Chews? 

If YES, confirm and discuss key benefits of ORAVET. 

If NO, detail as the primary contact.