

# A revolution for man's best friend

They say that dog is man's best friend, but in the case of health care, this is often reversed. For years, medical technology developed for human care has been modified to solve pet health issues. From oncology treatments to remedies for deteriorating knees, the transfer of technology from humans to canines has exploded over the past two decades. When it comes to dental care for dogs, however, few major breakthroughs have happened in that time. But that all changed when two human dental experts – Janet Wehrli, a veteran dental hygienist and Dr. Gene Wagner, DDS – realized that they could put their knowledge to use for our four-legged friends. Revolutionary results followed.

## A DENTAL HYGIENIST, SOLDIERS IN IRAQ, AND YOUR DOG'S TEETH

When she began working in dental hygiene nearly 30 years ago, Janet Wehrli never imagined that her career would go to the dogs – literally. She used the extensive knowledge she had gained in her career and her understanding of the chemistry behind tooth decay to develop a gel that can remove plaque and tartar rapidly at home. The gel, delivered in a tray that stays in the mouth for a few minutes to treat the teeth, did more than simply clean. As the first test subject, Wehrli observed a rapid, noticeable effect on her teeth.

Later, she realized that this gel also protected teeth from plaque for longer periods of time. She turned to Dr. Floyd Knoop at Creighton University School of Medicine, a distinguished professor of microbiology and

immunology. Together, Wehrli and Knoop determined, through computer-aided clinical testing, that the active ingredient actually soaked into the teeth, remaining between the bonds of enamel, fighting bacteria and plaque formation before it could do damage to the teeth! The gel was extensively tested and eventually became available to consumers.

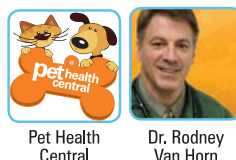
In time, Wehrli discussed the findings with her own personal dentist, Dr. Frank Driscoll. In discussion with other dentists about military patients returning from duty in Iraq, the need for something to prevent tooth decay in the field became evident. Soldiers returned with severe dental problems as a result, in part, of their lack of access to clean water while in the field and overall difficulties in maintaining proper daily dental care. Wehrli's gel was discussed as an excellent alternative, if only the benefits could be delivered instantly by applying the gel, rather than through minutes of surrounding teeth with the gel in a tray.

Wehrli, Knoop and Driscoll then developed the next generation of the gel, which acts simply by applying it to teeth. The product works immediately to remove plaque and tartar and, after initial build-up, keeps protecting teeth and gums for weeks. Because approval for use of such a product for military personnel could take years, Wehrli began to think of other human uses for the gel. While pondering who might benefit – hospitalized or incapacitated patients, for example – she was struck by a sign she saw in a bakery one day. It advertised special dog biscuits, promoting them as excellent for scraping plaque from dogs' teeth and promoting oral health.

**THE POWER OF 4: BRUSH, RINSE, CHEW, PLAY.** Check out this video to see how easy it is to take care of your pet's teeth at home.  
[web: http://www.youtube.com/watch?v=TKqZ7yuttRw](http://www.youtube.com/watch?v=TKqZ7yuttRw)



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As a devoted grandmother of children who love their own family dog, Janet immediately realized this was a huge need! Pet oral health is as important as human oral health. As Wehrli thought about how much her grandchildren loved 'kisses' from the dogs (and the colonies of dangerous bacteria her grandchildren were exposed to as a result of this canine affection), she became determined to help pet owners everywhere improve their pets' dental health with a long-lasting, easy-to-apply gel that would remove the bacteria and plaque that lead to tooth decay, gingivitis and, perhaps most dreaded, doggy breath.

After modifications and testing, the product patent was approved. Wehrli worked with Petrodex, a world leader in pet dental product innovation, to get the Petrodex Ultra Advanced Dental Whitening Paste to the dogs that need it. This new product is a revolutionary advancement in pet dental care, allowing pet owners to bring the at-home dental care of their pets to a new level with unprecedented ease and effectiveness. It will be on the shelves of pet specialty stores in April 2010.

## A DENTIST, HIS DOG, AND TOOTH HUGGING

Dr. Gene Wagner, DDS, knows a thing or two about dental care. He is not only a dentist, but a legendary inventor in the dental world. In fact, before delving into the canine world, Dr. Wagner already held 32 different patents in oral care, many developed for companies such as Arm & Hammer, Procter & Gamble and Dorel Juvenile. It was his work with Dorel Juvenile (whose Safety First, Cosco and Maxi Cosi brands may already be in your home) that helped him step up to aid the canine world.

One day, as Dr. Wagner's story goes, he walked into a pet specialty store to buy some dental care items for his beloved dog. In looking at what was available, he was struck: these products were not designed for the unique anatomy of a dog's mouth! In fact, most were simply modified human products. His development of specialized oral care products for infants and babies reinforced in him the need to design products to work with the unique structure of the mouths they assist.

He set to work immediately, ultimately creating the first toothbrush designed specifically for a dog's mouth – the Petrodex Tooth-Hugger Brush. The story at the right gives all the details on this revolutionary advancement in doggy dental care. *Viva la revolucion!*



**Say Cheese, Doggies!**  
 Does your dog have that Hollywood smile? Send us a photo of your dog's happy, healthy smile and you could win a starring role in a national Petrodex® advertisement!  
 • Simply visit [www.sentrypetcare.com](http://www.sentrypetcare.com) and upload your photo to enter\*.

• Grand prize judging panel includes radio celebrity and dog enthusiast Steve Dale!  
 • You'll also be entered to win great weekly prizes!  
 Don't delay – all entries must be received by February 28, 2010.  
 The earlier you enter, the more chances you have to win weekly prizes!  
 \*full details and contest rules available at [www.sentrypetcare.com](http://www.sentrypetcare.com).  
**SENTRY HC Petrodex**

# Don't just brush your pet's teeth, hug them!



## GOOD NEWS FOR THE CANINE CROWD

The Petrodex® Tooth-Hugger™ is the first toothbrush designed specifically for a dog's unique oral health needs. Anatomically, dogs' teeth differ substantially from human teeth. The Tooth-Hugger brush is shaped to fit exactly over the dog's teeth and brush all sides simultaneously. This makes the brushing process quick and efficient.



## TEETH, GUMS, TONGUE AND CHEEKS

The flexible brush head adjusts to create the best angle for cleaning. The inner rounded nubs gently scrub the top, front and back of the teeth. No more fighting to get to all the surfaces! The outer edges of the brush massage gums and loosen material caught in the teeth or gumline. Outer ridges and nubs clean the tongue and cheeks.



## A DENTIST FOR OUR FURRY FRIENDS

Dogs may not like mailmen, but they definitely should like dentists. At least Dr. Gene Wagner, inventor of the Petrodex Hugger Toothbrush. Dr. Wagner, a human dentist, developed the brush for Petrodex after deciding his own dog needed a toothbrush that was designed just for his mouth.

## TURBO CHARGED TEETH

How do you turbo-charge your brushing? Try the Petrodex® Tooth-Hugger Dosing Brush. It comes pre-loaded with Petrodex® Enzymatic Toothpaste, which works with your dog's natural defenses to really knock out oral bacteria and plaque.

