

4 STEPS TO CLEAN TEETH



Campus Times

Once you've acquired a canine toothbrush and some tasty toothpaste, refer to the following steps to brush your pups' teeth:

#1) Sit down comfortably in a chair and place your pet comfortably in your lap. Some pups may be nervous and anxious when you try to brush their teeth, especially the first few times. To make things easier, you should continue to talk, praise and pet your animal throughout the process. Ensure them that everything is okay and try to maintain a positive attitude, as this will likely spread to your pup.

#2) The next step is to get your pup comfortable with you exploring their mouth. If

you use a flavored canine toothpaste, chances are they will be more than happy to open their mouths when it's placed in front of them. Dab a little bit of the toothpaste on your finger and place it in front of their mouth. Go slow and start to integrate exploration. The key here is to get them comfortable with each step, one at a time.

#3) With your pup's mouth open, you should now have access to their teeth and gums. Take a minute to closely inspect their mouth to see if there's any serious signs of tooth decay or gum disease. Place a small amount of toothpaste on the toothbrush and gently run it over their teeth. If your pup is resistant, just focus on the large canines and then work your way

to the smaller teeth. Try taking a break and don't forget to reward and praise as you go. Positive reinforcement is the key to making your pet enjoy having their teeth brushed. If you continue to give them praise each time you brush their teeth, chances are they will grow to love it.

#4) For a better sense of what's going on inside your pet's mouth schedule a **FREE** dental appointment with Campus Veterinary Clinic. In honor of National Pet Dental Month, Campus Veterinary Clinic is offering 25% OFF all dental procedures scheduled for the month of February. So call soon and schedule your **FREE** assessment.

Did you know...



pawing at the face, loose or broken teeth and red, inflamed gums. Many pets never show symptoms beyond bad breath, however. Without regular veterinary exams, much of our pets' dental disease isn't detected until it is really bad. Lift your pets' lip, and gently pull back towards their cheek and take a look: if you see red or puffy

Hand wrinkled up your nose? Stinky breath in your pet can be a sign of problems. All too often dental care is something that is overlooked in our pets. Imagine how your mouth would feel, taste, look and smell if you NEVER brushed your teeth!

The cause of dental disease in pets is basically the same as in people. The difference is that people take care of their own teeth, usually several times daily! Bacteria in the mouth combine with saliva and food debris to form plaque. As layers of plaque accumulate, dental tartar is formed. Over time, more layers of plaque combine with bacteria atop the tartar, mineralizing and resulting in calculus. While plaque is soft and can be brushed away, tartar and calculus are hard, and must be scraped off or removed with a special instrument called a dental scaler.

Tartar and calculus trap bacteria in and under the gum line, which leads to irritation of the gum tissue (gingivitis) and then periodontal disease. Periodontal disease means sickness of the supporting tissues of the teeth: the ligaments that attach gum to tooth and jaw bone.

The American Veterinary Dental Society estimates that 85% of cats and dogs have periodontal disease by age four! Signs of tooth and gum disease in pets include bad breath, excessive salivation, refusing to eat or dropping food, rubbing or

gums, brown debris (dental tartar) or yellow build-up (calculus) accumulating on the teeth then your pet has enough dental disease to warrant an office visit at Campus Veterinary Clinic.

Beyond these problems in the mouth, pet periodontal disease can lead to systemic problems. Bacterial infection can spread from the mouth to the heart and heart valves, kidneys, and liver.

The best way to prevent tooth and gum disease in your pet is to regularly brush their teeth. Though it may sound silly it is actually something that most dogs and cats will readily accept given the proper technique and some patience and persistence. Because most owners do not have the time or inclination to attempt brushing, other home dental care options have been developed. Special diets and treats are made that will help minimize plaque build-up. Oral rinses or water additives can help control bacteria. Did you know Campus Veterinary Clinic offers a wide array of pet dental products. If you schedule a dental procedure for the month of February not only will you save 25% off your entire visit, but *Campus Veterinary Clinic* will give you your selection of a take home dental product as our gift to you. Remember, preventative care can save you and your pet discomfort in the long run.

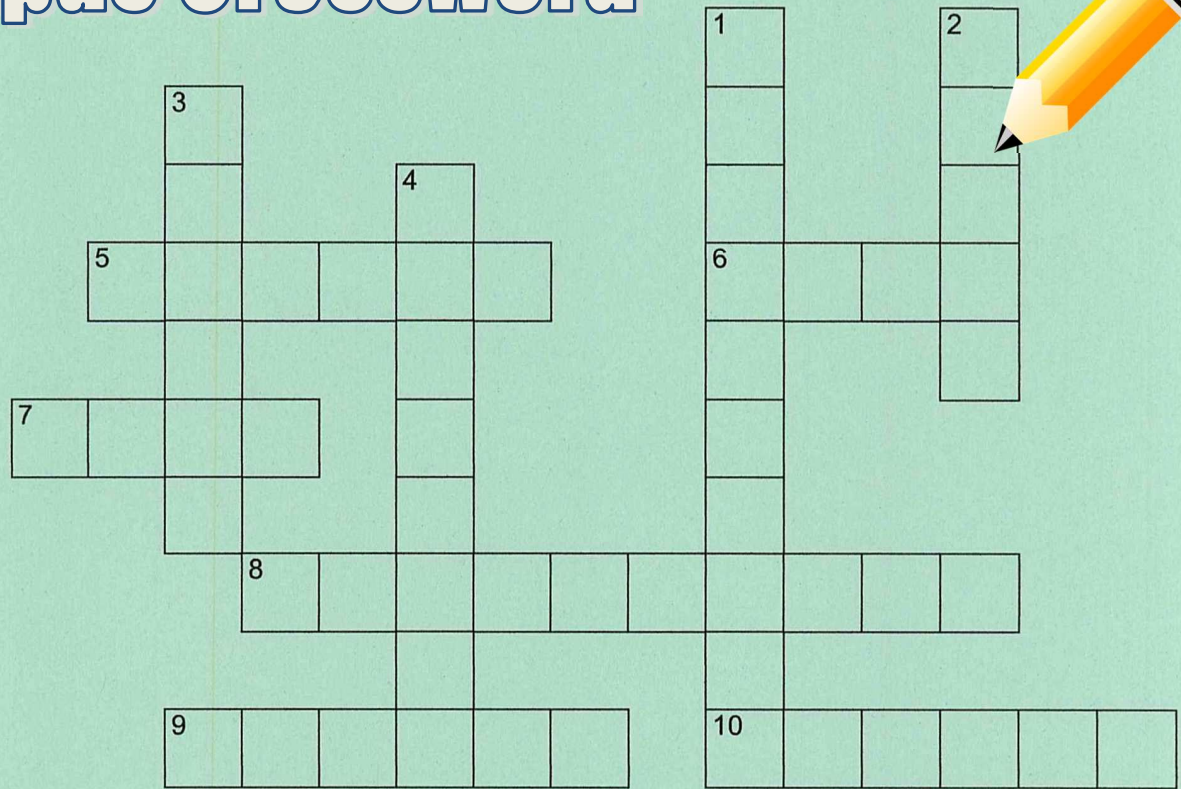
"Treatment without prevention is simply unsustainable." — Bill Gates

Check it out!

**Campus
Veterinary Clinic**
offers a great line of
dental products.



Campus Crossword



Across

5. As layers of plaque accumulate, dental _____ is formed.
6. Signs of disease include rubbing or pawing at the face, loose or broken teeth and red, inflamed _____.
7. 85% of cats and dogs have periodontal disease by age _____.
8. Other signs of tooth and gum disease in pets include bad breath, excessive _____, and refusing to eat or dropping food.
9. Periodontal disease means sickness of the supporting _____ of the teeth.
10. Tartar and calculus are hard, and must be scraped off or removed with a special instrument called a dental _____.

Down

1. Tartar and calculus trap bacteria in and under the gum line, which leads to irritation of the gum tissue known as _____.
2. The best way to prevent tooth and gum disease in your pet is to regularly _____ their teeth.
3. Bacteria in the mouth combine with saliva and food debris to form _____.
4. Yellow build-up on the teeth is known as _____.

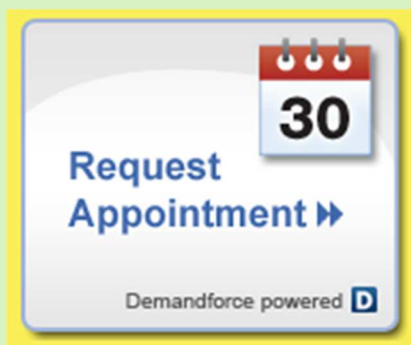
Poetry Corner

"A Change of Heart" – by K. Delaney

The cats in the corner huddled
 About "Oh how they'd struggle!"
 If their owner came in for a cuddle.
 Boy would she be befuddled
 As they themselves would smuggle,
 Away.
 Driven to vodka and lime all muddled
 The poor owner would cry a huge puddle.
 The kitties felt troubled and decided to
 Stay
 And snuggle,
 a change came in their independent hearts.



Did You know...
You can now request appointments online!
Visit campusveterinary.com and click on this icon:



OR...



... Find us on Facebook and click on the "Schedule Now" tab located in the toolbar:

Across:
5. tartar
6. gums
7. four
8. salivation
9. tissue
10. scaler

Down:
1. gingivitis
2. brush
3. plaque
4. calculus

1807 Martin Luther King Jr. Way
Berkeley, CA 94709

Phone: (510) 549-1252

Fax: (510) 486-1726

helpdesk@campusveterinary.com

Office Hours:

Monday - Friday

7:20 a.m. - 6 p.m.

Saturday

7:20 a.m. - 3 p.m.

Sunday

Closed

Campus Times Jan/Feb 2015

Are you
looking for a
daily fix of cuteness?

Follow us on:

Instagram



@campus_veterinary

