

## Product Name: FANG TASTIC dental drops

Disease/Health Issue Explanation: Dental plaque (also known as 'tooth plaque') is a sticky film that coats teeth and contains bacteria. If it isn't removed when it is fairly soft, it hardens (hardened dental plaque is 'tartar'). Tartar is much more difficult to remove. Tartar can damage teeth, lead to tooth decay and even tooth loss.

Product Explanation: ROAR's FANG TASTIC dental drops are a unique homeopathic blend specifically formulated to soften plaque and tartar on teeth so it is easily removed through brushing or natural chewing. Additional effects are improved gum health (enabling better chewing of food and absorption of nutrition), greatly improved breath (due to natural anti-viral, anti-bacterial and anti-fungal properties).

## Purchase Options:

FANG TASTIC dental drops are currently available for purchase in 3 options:

1. Pump action bottle
2. Refill bottle
3. Gift box

The 50ml pump action bottle is suitable for cats and dogs who are used to chewing bones or firm chews to assist with the sloughing off of softened plaque and tartar. The 50ml refill bottle is a replacement for the body of the pump action bottle. The gift box comes with a compostable toothbrush, toothbrush stand and holder, 100% organic coconut and venison oil toothpaste, a 50ml bottle of plaque and tartar softening drops and an organic manuka oil dog shampoo bar.

## Dosing Instructions:

- **Dose 2 x a day for 1 month**, on a small piece of healthy treat.
- 1 pump = 1 dose.
- Do not feed anything for 15 minutes either side of dosing, as this affects the efficacy of the drops. Always provide clean water.

- Frequently (2-3 times a week) offer your pet a firm chew (only if they are used to it), alternatively, you can brush your pet's teeth with the 100% organic coconut and venison oil toothpaste available for purchase. This helps slough off the softening plaque and tartar.
- **After 1 month of dosing and teeth cleaning, stand down from dosing the drops, for 1 week.**
- *After this 1 week, re-assess the cleanliness of teeth. You can repeat the plaque/tartar softening cycle and 1 week stand down period as many times as it takes for the teeth to become clean.*
- See 'Expectations' for a fuller explanation of timeliness.

### Expectations:

**Expectations are based on known veterinary principles and the experiences of more than 50 trialists of FANG TASTIC dental drops.**

- Pets who took part in the trial all had the same experiences within the first week – the newest plaque came away first. As with any health condition – the newest symptoms disappear first, upon healing protocols being applied.
- Generally speaking, a reasonably healthy animal will take about 1 month to recover for every year they have experienced a specific health problem. This same principle worked in the trial, with some exceptions.
  - a) Where pets had been allowed to lick the dispensing nozzle, the drops were less efficacious, presumably due to contamination of bacteria.
  - b) Pets with liver and kidney issues had a slower experience with the softening of plaque and tartar, around 1.5 times longer.
  - c) Dogs over the age of 7 had plaque and tartar sloughing off at the same rate as dogs under 7, for around the first 4-6 weeks. After that, the rate of sloughing off dropped. See 'Case Studies' for further information.
  - d) Dogs that had come from highly stressful situations (2 rescue dogs trialled) had slower success. Initially, the newer plaque came off their teeth at the same rate, in the first week. After this, the sloughing off rate dropped. In these cases, it took 1.5 – 2 times

longer than other dogs. Both dogs had significantly cleaner teeth, even though it took longer. This requires further study.

- e) Bottles of drops stored in hot places were less efficacious, e.g. bottles kept on bathroom window sills, kitchen window sills, on top of the microwave and on a shelf next to a frequently boiled kettle seemed either to take a lot longer to gain a desired reaction, and in a couple of cases – no reaction. See ‘Dispensing’ for further instructions as to best storage instructions.
- f) Bottles of drops stored near strong smelling substances were less efficacious, including bottles stored with other natural products (including essential oils).
- g) Where drops were administered on their meal, it appeared the dose was not as efficacious.
- h) Where drops were administered within 15 minutes either side of chewing either food, toys, sticks or ... clothes 😊... the drops efficacy was quite limited. See ‘Dosing Instructions’ and ‘Dispensing’ for further information.
- i) The oldest dog trialled, a 16 year old Bichon (whose teeth were heavily coated with tartar and who had never had them cleaned by a vet, took nearly 6 months for all the tartar to soften and come away – but remarkably, he was left with clean teeth, and able to enjoy his food comfortably again.

Other variables that seemed to factor in to the amount of time taken for the plaque and tartar to fully soften were:

- the age of the pet,
- how long pre-existing tartar had been on the teeth,
- underlying health issues,
- and those whose teeth had been scaled by a vet, previously.

Another topic raised during trialling was staining of teeth, due to normal eating habits. **Cementum is yellow/brown staining caused by normal eating habits – its appearance being similar to negative tartar build up, but it doesn’t cause problems (inflammation, irritation, etc).** It isn’t a sign of any underlying health conditions. A vet usually removes cementum during teeth cleaning; however, it is known that enamel can be damaged during teeth scraping, creating rough surfaces, which turn causes faster plaque

build-up. Teeth scaling causes the need for further scaling. Animals that had not had their teeth scaled had much faster success with the softening of plaque and tartar. Trauma to tooth enamel aside, genetic factors, dietary habits and underlying liver and kidney issues have a great effect on the concentration of plaque on teeth.

**During official trialling, oral health issues came to light that owners were not aware of.** For example, there were dogs whose teeth had plaque and tartar removed from one side of the mouth – but not the other. Upon further investigation, the pet was experiencing pain in the side of his mouth and not using it to chew. One pet owner thought her dog fussy and picky with his food – but after using the teeth drops, it was found that he enjoyed his food with gusto as he was able to chew much better. Oral health – the ability to chew – MATTERS! Some pets, with compromised teeth and gums, experience difficulty with chewing. This in turn affects the ability for softened plaque and tartar to be sloughed off.

### Maintenance:

Once your pet's teeth are clean, maintenance is dosing 2 x a day for 2 days out of each week, or dosing 2 x a day for 7 consecutive days in a month. Both of these methods seemed to maintain results.

### Dispensing:

FANG TASTIC dental drops are dispensed in 50ml aluminium bottles with pump action dispensing. This is a deliberate move away from traditionally prepared remedies where drops are dispensed by a self-limiting dropper. The pump action prevents bacterial contamination (that easily occurs when administering drops into an animal's mouth through a dropper), as well as providing a measured dose. 1 pump = 1 dose. Each 50ml bottle contains 130 doses.

FANG TASTIC dental drops are:

- entirely non-toxic and safe for use for any animal but not recommended for animals 12 weeks or under as it may loosen stools,
- safely used alongside current prescription medication and supplementation,

- safe for use in pregnant and lactating animals,
- made in New Zealand, from products sourced in New Zealand,
- guaranteed for a shelf-life of 2 years.

### Storage:

**The remedy must be stored in a cool place, away from direct sunlight, heat and strong smells, as this is proven to break down the efficacy of the product.**

An ideal storage space is a bedroom drawer or a kitchen cupboard away from strong smelling substances (e.g. spices) and heat (e.g. where the sun hits or where the kettle is boiled). As with conventional medicine, the optimal temperature is 10-20 degrees Celsius, for storage. **Do not store in the refrigerator.**

### Ingredients:

FANG TASTIC dental drops are prepared in a base of vegetable glycerine and spring water. Other ingredients include: Fragaria, Hepar sulph, Mezereum, Kerosotum, Bacillinum, Staphysagria, Calendula, Berberis, Calcium phos.

### Other Useful Protocols for Maintaining Oral Health:

It is well-known that gut health plays a significant factor in overall health. **In an attempt to improve overall health, looking at the pet's diet is an excellent place to start.** Ideally, a well-balanced, species-appropriate raw diet would be recommended – and many pets exhibit excellent health with such a feeding program. However, older animals or animals exhibiting poor health may not tolerate this very well – especially if it is a radical change to what they usually eat. A good place to start, is **the addition of probiotics, as long as they are introduced conservatively, to begin with.** Probiotics help increase gut acidity. **Most dogs and cats also tolerate bone broth well, promoting a gentle healing of the gut.** Overall, it is understood that **3-4 different proteins in a week support greater health.** Often times, sickly animals have had the same protein for a long period of time. It is always a good idea to try new proteins – gently, of course. Only make one dietary change at a time. This way you can tell what your pet is reacting to, should there be any kind of reaction (negative or

positive). A good way to try a new source of protein is to cook it in boneless meat form (e.g. boneless rabbit meat, boneless venison meat, etc) and add a small portion of broth to it. **One key to good health is variety over time.**

### FAQs:

- What if I give more than 1 pump in a dose? Will it hurt them?

*No – not at all.*

- I don't think I gave my pet a full pump as a dose. Will it still be effective?

*As long as the dose made contact with the inside of the animal's mouth it will be effective.*

- Can I use the drops on my rabbit? On my horse?

*Yes – absolutely. FANG TASTIC teeth cleaning drops are suitable for any pet or animal.*

- What are the best chews for my pet to help with shifting the softening plaque and tartar?

***Firm chews will help peel off the softening plaque and tartar, but this needs to be weighed up with the general digestive health of your pet. For example, if your pet is not accustomed to firm chews, you may find it a little risky to start. We don't want him swallowing it whole! Here are a few tips for selecting and offering a new chew:***

- *Go bigger than necessary.* That way it is difficult for them to swallow it down without chewing.
- *Odd shaped chews tend to be much safer than straight ones.* The animal is forced to chew through it rather than swallow it down quickly.
- *Monitor chewing behaviour.* If he looks like he would like to throw his head back and swallow it whole, remove it from him. When in doubt – REMOVE it.

- Don't give anything too hard to chew as damage to teeth can occur. The action of the teeth grinding against something a bit fatty works best. This is why the coconut and venison tooth oil with toothbrush works well.

- How long will it take to see results?

*As with all health concerns, the newest symptoms leave first, upon treatment. New plaque comes away quite quickly – frequently within 3 days you can see the difference. Older plaque that has formed into tartar will take longer to soften.*

*IT SHOULD BE REALISED THAT THIS IS NOT A QUICK FIX (ALTHOUGH YOU WILL LIKELY NOTICE SOME RESULTS QUITE QUICKLY). FOR EVERY YEAR PLAQUE/TARTAR HAS BEEN LEFT TO BUILD ON THE TEETH, YOU ARE LIKELY LOOKING AT 1 MONTH TO SOFTEN IT, ENABLING IT TO BE SLOUGHED OFF THROUGH THE NATURAL CHEWING PROCESS.*

*A general rule with animals is for every year a problem has existed, you are looking at a month of healing/restoration.*

*This is a reasonable expectation to have for the length of time likely to get the result you hope for, regarding the removal of plaque, and in particular, tartar, from the teeth.*

**ALWAYS SEEK VETERINARY ADVICE IF YOU ARE CONCERNED FOR YOUR PET IN ANY WAY.**