Tartar Shield®
CAT TREATS

Provide an effective dental care formula in a tasty treat!

- Cleans teeth and freshens breath
- Patented formula helps reduce plaque and tartar build-up
- Chicken flavor your cat is sure to love
- Supplements professional dental care
- Available exclusively through your veterinarian

Show Your Cat You Care
By providing a tasty treat that cleans your cat’s teeth

Manufactured in U.S.A. with quality American ingredients for:

Tartar Shield Pet Products
Therametric Technologies, Inc.
9880 Douglas Floyd Parkway
Noblesville, IN 46060
1-888-598-7658
www.TartarShield.com
U.S. Patent No. 6,080,419
**The Secret Ingredients**

**Tartar Shield**® Cat Treats are coated with flavor enhancing Malic Acid, a naturally occurring ingredient found in fruits and vegetables. Cats also love the shape and crunchy texture that helps remove plaque and tartar build-up, and helps keep teeth clean and healthy. **Tartar Shield**® Cat Treats are a tasty treat your cat is sure to love!

**The Importance of Healthy Teeth**

Yellow teeth, inflamed gums and bad breath may indicate a serious gum disease that can lead to other health problems. The American Veterinary Dental Society asserts that periodontal disease affects nearly 80 percent of cats over the age of three. It is the number one health problem diagnosed in cats. What begins as bacteria and plaque on teeth can progress into bleeding gums, tooth loss and even damage the heart and other internal organs. **Tartar Shield**® Cat Treats significantly reduce bacteria and plaque, helping to keep your cat healthy and happy.

**Study Results**

**Tartar Shield**® Cat Treats were shown to be effective in reducing tartar build-up through independent studies conducted at Indiana University School of Dentistry.

Cats fed **Tartar Shield**® Cat Treats had over 40% less tartar build-up than those not fed **Tartar Shield**® Cat Treats.

<table>
<thead>
<tr>
<th>Study</th>
<th>Percentage Reduction</th>
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<tbody>
<tr>
<td>Study 1</td>
<td>20%</td>
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<tr>
<td>Study 2</td>
<td>30%</td>
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<tr>
<td>Study 3</td>
<td>40%</td>
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<tr>
<td>Study 4</td>
<td>50%</td>
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**Sample Studies**

**Feeding Instructions**

Give your cat **Tartar Shield**® as a tasty treat or reward. To help keep teeth clean and reduce tartar formation, feed 10 to 15 pieces daily in addition to the normal diet. Each piece is only one calorie! **Tartar Shield**® Cat Treats are a wholesome treat, fortified with essential vitamins and minerals in a tasty chicken flavor.

**Recommendations**

**Tartar Shield**® Cat Treats are available exclusively from veterinarians. Be sure your cat has regular dental cleanings by a veterinarian.

Feeding your cat **Tartar Shield**® Cat Treats will help keep teeth clean between cleanings and ensure better oral hygiene for your cat.