



# HEALTHY TEETH, HAPPY PETS

Delivering all the benefits of our patented seaweed feed supplement PlaqueOff, but in **convenient & tasty little bites** your pets will love!

- ♥ Works systemically against **Bad Breath, Tartar & Plaque**
- ♥ Easy to dispense – no mess!
- ♥ Suitable for cats and dogs



Effective against:

- ♥ **BAD BREATH**
- ♥ **TARTAR**
- ♥ **PLAQUE**

Recommended by veterinarians, breeders and groomers

- **100% NATURAL**
- **EASY TO USE**



ProDen

# PlaqueOff<sup>®</sup> Dental Bites

# Proden - Plaque Off Powder

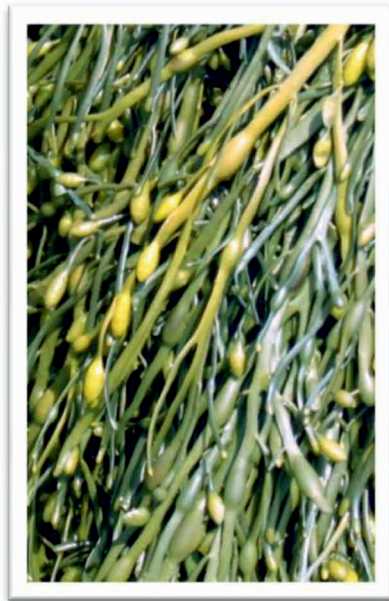
Presented By Bharat International Pet foods.

“We have previously relied on the tooth scaler to get the teeth clean, now we have found a better alternative – ProDen PlaqueOff® Powder.

– INGELA MATTISSON-SANDSTRÖM & PERNILLA SANDSTRÖM (SWEDEN).”

## Contents

- **Power of the Sea**
- **The story**
- **Plaque Off powder Now in INDIA.**
- **Recommended Dosage**
- **Effects of Acophyllum Nodosum contained in supplement on oral health index of dogs and cats.**
- **Effect of ProDen PlaqueOff® on Malodor.**
- **Safety of ProDen PlaqueOff®**



## Power from the Sea – Plaque off Animal

Whenever you read a headline about ‘power from the sea’ these days you immediately think of renewable sources of energy for heating the home or keeping the wheels of industry spinning. PlaqueOff Animal, on the other hand, requires a different power from the sea, the power of seaweed!

Of course, it isn’t about electricity, but about the power of simple natural materials to deliver health improvement, and in this case an improvement in cats’ and dogs’ oral hygiene. The power most quickly noticed by customers, though, will be the improvement in breath quality of their animal companions.

PlaqueOff Animal is a long term solution for oral hygiene problems and results are usually seen after three to eight weeks of daily use. The formula is made up of dried and milled **Acophyllum Nodosum (D1070)**, a type of seaweed found in the unpolluted water of the North Atlantic.

ProDen PlaqueOff Animal is an easy way for those dogs and cat’s owners to care for their pet’s teeth who don’t have the patience or inclination to brush their dog’s teeth regularly. The product comes in powdered form and it is simply added on a daily basis to dry or wet food. Dogs and cats like the taste of the small amount that is added.

ProDen PlaqueOff Animal does not rely on topical application or friction. The product is ingested and works systemically. The natural compound in the product comes out through the saliva and works to break down the bacterial biofilm that forms on the teeth and gums. This is how the natural bacteria in the mouth take hold onto the teeth and gums, colonizing and creating the oral problems of plaque and tartar, bad breath and gingivitis. It does not change the pH of the mouth or kill off the normal levels of bacteria. ProDen PlaqueOff has been proven to reduce plaque and tartar on the teeth and gums, depending on composition, diet and how long it has been there. It then works to prevent bad breath, plaque and tartar from returning. Patients generally begin to see results over a 2-8 week period, and will see further benefits with continued use. ProDen PlaqueOff Animal is made from a specific strain of selected seaweed harvested from above Scandinavia. This seaweed has developed a natural defensive mechanism against bacterial biofilm. The product is made only from this seaweed and has no additives or chemicals added. It is human grade and human tested



**“If tartar build-up is left untreated it can result in bad breath, gum disease, tooth decay and premature tooth loss. Tartar that is allowed to remain for too long can also cause infections that can spread throughout the body and damage the heart, lung and liver and negatively affect kidney functions..”**



## Story of Plaque off

Swedencare has been selling ProDen PlaqueOff Animal since 2003. It is a 100% natural oral hygiene product that, according to several clinical trials, reduce plaque accumulation and the formation of tartar. It also improve bad breath in cats and dogs. It all started in the 1970s when dentist Sune Wik

ner, by chance, discovered that one of his patients had substantially managed to reduce the formation of tartar and plaque by eating a diet rich in a certain marine algae. In 1999, Sune Wikner together with his colleague Roland Fastberg, came across a dog in Swedish Lapland whose dental health had been positively affected by a pet food which contained the very same marine algae. As a result of these findings, the company Swedencare was created, and in 2006 patents were obtained in 34 countries, including EU and USA. In 2010, patent was also obtained on the Japanese market. Today ProDen PlaqueOff is sold in almost 50 countries with a rapid increase in sales on many markets. In 2007 SweDenCare was ranked the 25th fastest growing company in Sweden. Swedencare has its headquarter in Malmö, Sweden.

- ✓ **ProDenPlaqueOff products are completely natural. The active ingredient is a special type of seaweed .**
- ✓ **It is rich in natural ingredients and contains important vitamins and minerals**
- ✓ **Free from artificial colors, preservatives, gluten and sugar.**
- ✓ **15 years on the market**
- ✓ **Effective and safe**
- ✓ **Clinically proven**
- ✓ **Over 1 billion servings since start**
- ✓ **Award winning product**



### Proden Plaque Off Powder Now in INDIA!!

Bharat International is Proud to be the importer of Plaques off in India. Proden Plaque Off is available in 20 grams, 40 grams and 180 grams pots. It includes the scoop inside to precisely measure the dosage to be put into the pets food. It is suitable for both cats and dogs, and we recommend starting when the animal has got its permanent teeth. The dosage depends on the weight of the animal.

#### Recommended Dosage

<b>Dogs under 10 kg</b>	<b>1/2 – 1 scoop*/day</b>	<b>40g for approx. 10 to 12 months</b>
<b>Dogs between 10 to 25 kg</b>	<b>1 – 2 scoops*/day</b>	<b>40g for approx. 5 to 6 months</b>
<b>Dogs over 25 kg</b>	<b>2 scoops*/day</b>	<b>40g for approx. 2 to 3 months</b>

Jerzy Gawor DVM PhD FAVD<sup>1)</sup>, Katarzyna Jodkowska DVM<sup>2)</sup> and Michał Jank DVM PhD<sup>2)</sup>

<sup>1)</sup>Klinika Weterynaryjna Arka Krakow, Poland, <sup>2)</sup>Warsaw Univ. of Life Sciences, Faculty of Vet. Med., Poland

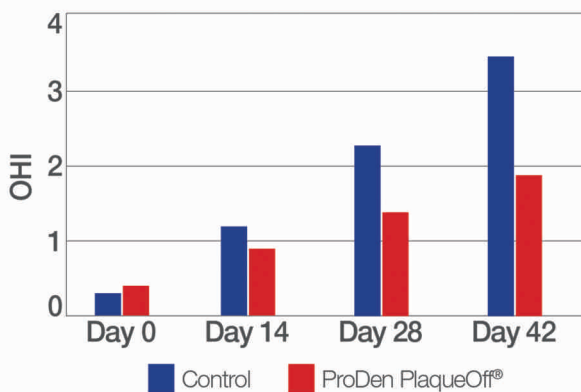
**Background and aim:** The alga *A. nodosum* grows in the North Atlantic sea. Recent studies suggest that the alga could influence oral health of dogs and cats. The aim of the present study was to evaluate the clinical effects of dietary supplement containing *A. nodosum* on oral health of dogs and cats after routine dental cleaning procedure.

**Study design:** Experimental group consisted of n=24 cats and dogs and control group consisted of n=12 dogs and cats. All animals were orally cleaned before the start of the study (Day 0). The study period was 6 weeks and the primary measured factor was the Oral Health Index (OHI) composed of effects on plaque, dental deposits, periodontal status and mandibular lymph node status. Oral health examination was done according to the procedure developed for the purpose of Usmiech Pupila (Pet's smile) preventive action in which all the investigated parameters were scored for 0 to 2 points. Examination was done on Day 0 and after 2 weeks, 4 weeks and 6 weeks.

**Product:** Investigated supplement (ProDen PlaqueOff<sup>®</sup>) contains *A. nodosum* powder and during the study was sprinkled on the regular feed of the animals. The control group did not receive any supplementation.

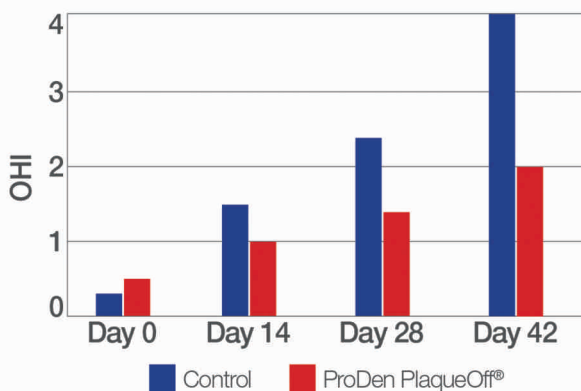
**Results:** The study groups showed a deterioration of oral health after routine oral health procedure during the 6 weeks of the study period and the speed of this deterioration was significantly slower in the group of animals receiving PlaqueOff (p=0,017 for dogs and p=0,006 for cats).

## DOGS



Oral health index of control and ProDen PlaqueOff<sup>®</sup>-receiving groups of dogs. ProDen PlaqueOff<sup>®</sup> supplementation resulted in significantly lower OHI (p=0.017).

## CATS



Oral health index in control and ProDen PlaqueOff<sup>®</sup>-receiving groups of cats. ProDen PlaqueOff<sup>®</sup> supplementation resulted in significantly lower OHI (p=0.006).



Figure 1) Dog from control group which underwent OHI assessment.



Figure 2) Dog from Figure 1 examined with UV light.



Figure 3) Cat from the experimental group after 6 weeks of using *Ascophyllum nodosum*.



Figure 4) Cat from Figure 3) with stained plaque to visualize plaque amount.

**Conclusion:** ProDen PlaqueOff<sup>®</sup> supplementation of dogs and cats diet significantly reduced the speed of oral health deterioration after routine dental cleaning procedure.

Reference : J. Gawor, K. Jodkowska and M. Jank. Effect of an *Ascophyllum nodosum* formulation. *Weterynaria W Praktyce* 2013 10:74-79.



## Effect of ProDenPlaqueOff® on Malodor.

SDC Swedencare AB, 16th March 2015

### A Clinical Study to Determine the Effectiveness of an algae on malodor in dogs. A-L. Sörensson, Varberg, Sweden

	Participant (no)	Duration	Proden Plaque Off			Placebo			Difference active/ Placebo (p=)
			Malodor at start	Malodor after intervention	Difference (p=)	Molador at start	Malodor after intervention	Difference (p=)	
Sörensson	10	6 months	3	0,8	2,2 (p=0,001)				
Wikhamre	44	6 months			P=0,0046	-	-	0,0022	0,0602
Summit Ridge**	30 dirty mouth	88days parallel story	238	251	13 (p=0,874)	188	284	96 (p=0,030)	83 (p=0,047)

\* Sörensson and Wikhamre: Halitosis was measured by the owner answering a questionnaire.

\*\*Summit Ridge: Oral malodour was analysed using a Haliometer.

#### Conclusions from animal studies on malodor using ProDen PlaqueOff

- Varberg study: 10 participants. Significant ( $p < 0,001$ ) reduction of malodor after 2 and 6 month compared to start.
- Helsingborg study: 60 (44) participants. Close to significant better improvement of malodor in active group ( $p=0,06$ )
- Summit Ridge Farm: 30 participants . Significant increase in malodor in control group but not in active group after 84 days compared to start. Close to significant ( $p=0.065$ ) higher malodor scores in control than in active groups. Tendency for a dose response effect.

Conclusion: The three studies have shown a consistent effect on malodor when ProDen PlaqueOff® was used. Results include statistical significant better effect on malodor using ProDen PlaqueOff® compared to control. A tendency for a dose response effect. The magnitude of the effect is in the range of 51-77% which is a biological relevant effect.



## Safety of ProDen PlaqueOff®

SDC Swedencare AB, 16th March 2015

**Background:** Safety of the product ProDen PlaqueOff® was measured as part of an efficacy study on oral health in adult beagle dogs. In total, 2x30 dogs were included in the study. The intervention study was done by Summit Ridge Farm, Pennsylvania US.

Extended safety evaluation: An extended safety evaluation of the results from the studies has been done by Food Files Ltd. Finland (Regulatory Affairs Specialist, Statistician and Toxicologist). The feasibility of parameters and study set-up for safety assessment on dogs was confirmed before writing the present report. Since the study is done on dogs the conclusions are limited to dogs. The aim was to gather documentation on the safety of the ProDen PlaqueOff® product on dogs. The evaluation of safety is based on the original results and statistics reported for Summit Ridge Farms studies #CDEC2308 and #CDEC2208 as well as the post-hoc statistical analyses of combined results of these two studies.

**Conclusion:** ProDen PlaqueOff® is safe for dogs at the dose level 17-30 mg/kg bw, which corresponds to the level recommended for daily dose in the package labelling. No biologically significant changes were observed in the analyses of body weights of dogs, serum chemistry, complete blood count, salivary pH, urinary pH and urinary specific gravity. Statistical analyses for comparison were made between control and treatment groups and between values in the initial day and at day 56.

**Reports:** Summit Ridge Farms reports on Study #CDEC2308 and Study #CDEC2208 together with primary data reports. Food Files report "EXTENDED REPORT FOR SAFETY ON DOGS" 3.4.2014.

### Safety of ProDen PlaqueOff® Noted as safe by EU commission

The EU Commission recognises that *A. nodosum* has been used as food before 15 May 1997 and therefore is not a novel food according to EU Novel Food Legislation and could be safely used in food.

Status: "This product was on the market as a food or food ingredient and consumed to a significant degree before 15 May 1997. Thus its access to the market is not subject to the Novel Food Regulation (EC) No. 258/97. However, other specific legislation may restrict the placing on the market of this product as a food or food ingredient in some Member States. Therefore, it is recommended to check with the national competent authorities."

### Safety of ProDen PlaqueOff® Metabonomic study for safety evaluation

In a literature search combining the word "*Ascophyllum nodosum*" to "rat", "dog", "food" and "safety" revealed one toxicology related study has been conducted (Simmons-Boyce et al. 2009). The toxicology related study was a four-week feeding study in rats, which aimed to examine the physiological effects *Ascophyllum nodosum*, but also to identify potential toxic effects. In the study *A. nodosum* was used as 5, 10 and 15% of the daily feed, without any adverse effects identified despite a very broad analysis of different metabolites.



**ProDen PlaqueOff® Powder is an excellent product for cats suffering from Stomatitis and other related pains." Jo Tudela Freeman, USA**



**ProDen PlaqueOff® has been on the market since year 2001. Until the beginning of 2015 at least 1000 million daily doses has been consumed by cats and dogs and at least 4,5 million daily doses has been consumed by humans without any severe adverse effects.**

### **Quality assurance and shelf life of ProDen PlaqueOff®**

The quality assurance process for ProDen PlaqueOff® includes demands on standard operation procedures for production of the raw materials as well as on the production process for the final products. The production plants for the product ProDen PlaqueOff® are regularly visited. The product is packed into packages with high requirements on gas tightness and light transmission. Swedencare AB has a high demand on hygiene including limits for content of microorganisms in the product. This together with the demand on low water activity and gas tightness inhibits the possibility for microorganisms to grow in the product during storage independent on room temperature and humidity in the environment. The requirement on very low light and gas permeability also limits changes due to light or to oxygen exposure.

### **Are there any safety concerns regarding the product ProDen PlaqueOff®?**

Many seaweeds contain rather high amount of the mineral nutrient iodine. This makes seaweeds a very good source of iodine. However, animals having problems with the thyroid gland must be careful with their intake of iodine and if an animal has those problems we recommend you to discuss this with a veterinarian before the use of ProDen PlaqueOff®. Since the seaweed *A. nodosum* is harvested from its natural environment it can't be excluded that the product might contain trace amount of fish and seafood. Therefore we do not recommend the products to persons allergic to fish and seafood.

### **Summary on safety**

The ingredient in ProDen PlaqueOff®, the brown seaweed *A. nodosum*, has a long history of safe use and is recognised by the European Commission as safe. Requirement on production of ProDen PlaqueOff® together with quality control of the final product secures that the product does not contain any unwanted material, bacteria or chemical. Animal and human studies together with the experience from products on the markets since 2001 further strengthens that the product is safe to use

**WE WILL ONLY USE PLAQUE OFF FOR OUR TWO BORDER COLLIE DOGS. WE NEED TO KEEP THEM LOOKING GOOD FOR VARIOUS DOG SHOWS (THEY ARE PRIZE WINNERS AT CRUFTS AND THE WINNING 'SMILE' CAN ONLY BE ACHIEVED WITH CONFIDENCE BY USING PLAQUE OFF. THE PRODUCT HAS NEVER LET US DOWN!"**

**CARL & SUSAN, UK**

ProDen  
**HOW PlaqueOff® WORKS**  
Powder



**EASY TO USE**

ProDen PlaqueOff® Powder is made from a specific kel and added to your pet's food daily.



**BIOFILM BUSTING**

The natural ingredient works through the saliva, where it prevents new plaque from forming and softens existing tartar.

**IMPROVES ORAL HYGIENE 24 / 7**

ProDen PlaqueOff® Powder promotes good oral health around the clock, while you do fun things together!



**RESULTS WITHIN 2-3 WEEKS**

The result is visibly whiter, cleaner teeth and a fresher breath. The effect can be seen for as long as the product is being used.



**TAKE THE FIRST STEPS  
TOWARD GOOD PET ORAL HEALTH**



**HEAVY TARTAR BUILDUP**

Start using ProDen PlaqueOff® Powder but also visit the vet for a dental cleaning.

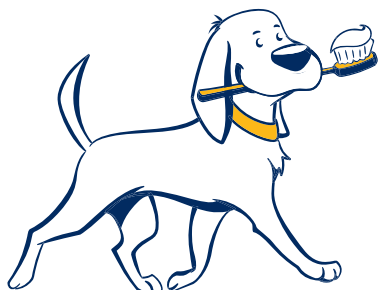


**MILD TARTAR BUILDUP**

Start using ProDen PlaqueOff® Powder today!

**FOR BEST RESULTS**

Use daily in combination with regular brushing.



**FOLLOW-UP**

Examine teeth and gums weekly and schedule an annual dental exam at the vet's.



FRESHER  
BREATH

**CLINICALLY PROVEN TO  
REDUCE PLAQUE & TARTAR**

100%  
NATURAL



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