

RYER

# The Complete Guide To **Cat** Dental Care

How to brush your cats teeth?

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# How to **get started** **brushing your cats** **teeth**

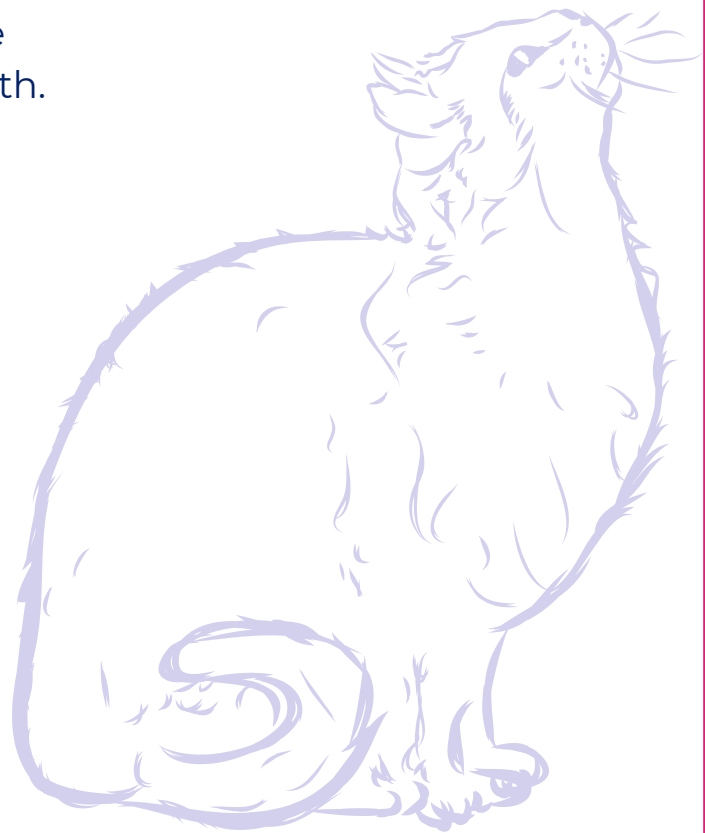
Welcome to the RYERCAT Family. You've probably found us somewhere online after realizing "OMG, I'm supposed to brush my cats teeth?!" ... or maybe you already know that and are looking for tips.

Regardless of how you got here, we know brushing your cats teeth is no easy task. It takes patience, consistency, and a basic understanding of how to train your cats.

After many years of speaking to cat owners, and owning 3 cats ourselves, this is our most complete and up to date guide on how to brush your cats teeth.

You got this!!

*Samantha & Melanie*



## Tools you will need

- ✓ **Toothbrush**
- ✓ **Toothpaste**
- ✓ **Positive Reinforcement**

To get started you will need a super tiny toothbrush. Our RYERCAT Dual sided toothbrush is purrrfect as it's designed to fit inside tiny mouths.

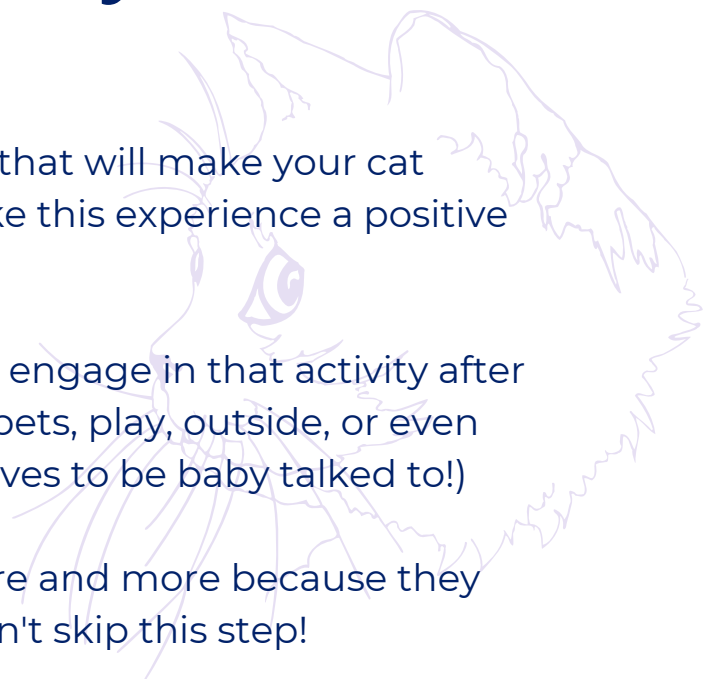
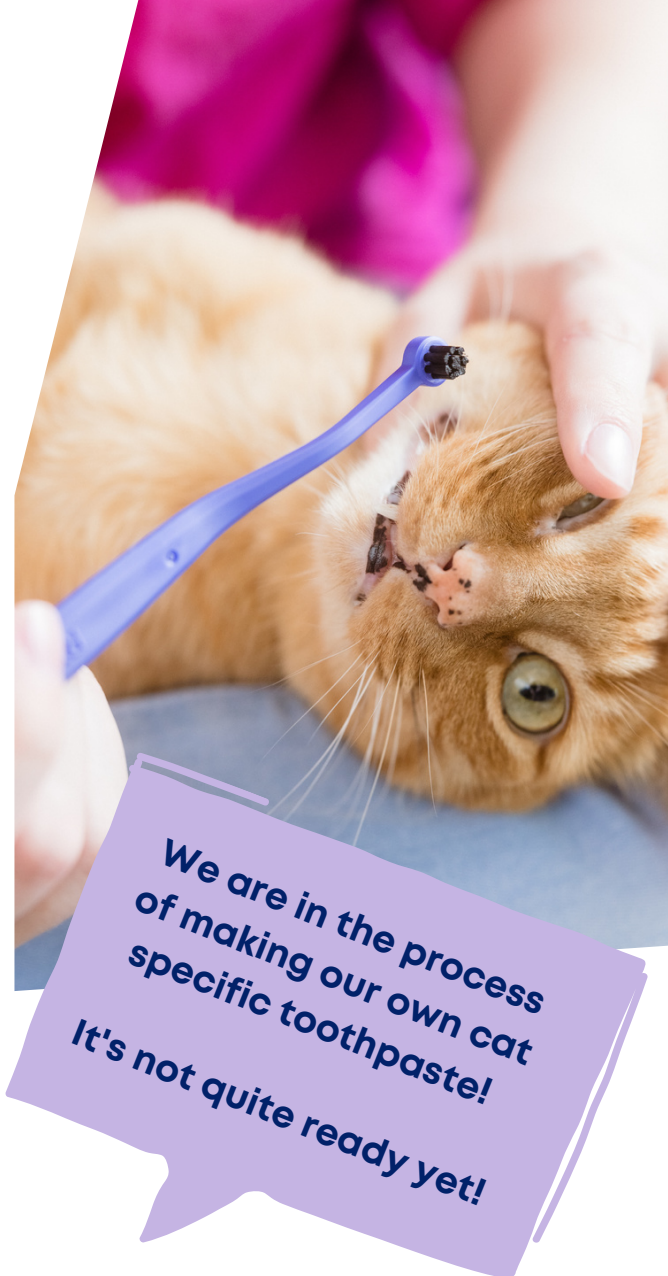
Next, you'll need a toothpaste. We recommend a VOHC approved enzymatic toothpaste, or even simply coconut oil. It works great, it contains only 1 ingredient, and cheap!

## What is "Positive Reinforcement" and why do I need it?!

Positive Reinforcement is simply something that will make your cat happy after brushing. We want to try to make this experience a positive one **EVERY SINGLE TIME**.

Think about what your cat loves & prepare to engage in that activity after each brushing session. This could be treats, pets, play, outside, or even just praising them with words (our one cat loves to be baby talked to!)

Over time your cat will tolerate brushing more and more because they know something good is coming after it. Don't skip this step!





# Using **Silvervine Cat Dental Sticks** for Positive Reinforcement Play

One way that we love to do positive reinforcement for our cats is through play time. Since we brush our cats teeth at night before bed, it's also a great time to wear them out!

These sticks are made of Silvervine, which is a cat attractant similar to Catnip. There is also a dried gall fruit (which grows on the Silvervine plant) that cats love to go after first! The dried raffia grass at the ends, sound very "crinkly" and cats go nuts for it!

The idea behind them is to make the sticks really attractive to the cats so they bite on the the rough sisal rope surface to reduce plaque.

It's made of all natural materials and everything is edible, The only thing to be mindful of is the sisal rope; if it starts to un-wind then get a new stick!





# Six Basic Steps to **Brushing** your cats teeth

Brushing your cats teeth doesn't have to be too complicated. You brush yours everyday! It's the same basic principles while being mindful of their anatomy.

Plaque & Tartar tend to build up the most in the upper back teeth on the outside aspect, closest to the cheeks. Use the pick side of your toothbrush to pick out food as needed.

Be mindful of the nerve bundle that sits behind your cats front tiny teeth.

**Rinse the toothbrush & apply a rice sized amount of toothpaste**

**Get your cat in their tooth brushing position**

**Pull the lip back and brush the back teeth. Pay attention to upper back teeth**

**Gently brush the front teeth & fangs with 1-2 swipes**

**Engage in positive reinforcement behaviour for 5-15 minutes**

**Rinse the toothbrush well with warm water & allow to dry before storing**

Repeat this process once a day.

Be sure to NEVER use human toothpaste on cats. The fluoride in our toothpaste is toxic to cats. Only use VOHC approved enzymatic toothpaste or coconut oil.

# Tooth Brushing Positions For Cats

There are many ways to brush your cats teeth, but here are some of our favourites. Do what feels best for you, and remember that being able to visualize what you're doing is important. You don't want to shove a toothbrush into your cats mouth blind.



## #1 - On Your Knee

We love this position for our 3 cats because we can really see what we are doing. We also have total control of the head.

If your cat is kicking, consider wrapping them in a baby blanket. Check out our video on "How to purrito a cat" >> [WATCH NOW](#)

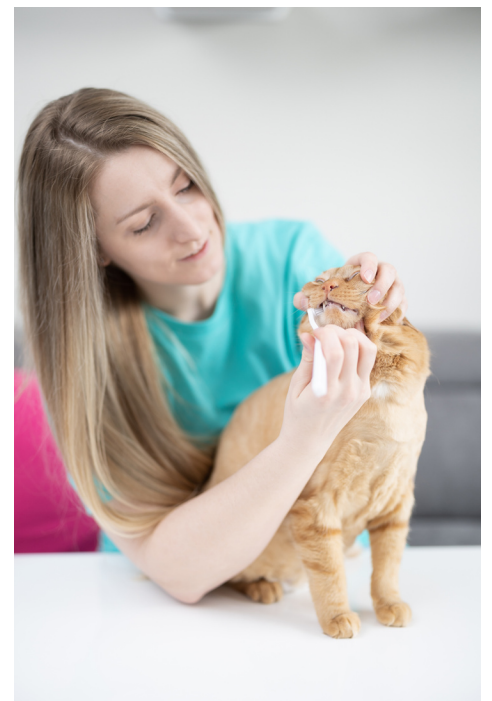
Cons: Your cat is belly up or on their side. They often don't like this position unless they are used to being held a lot.

## #2 - From Behind

We like this position as a good option for cats that are more feisty or who kick a lot. In this position, their natural instinct will be to back up, and your body will be in the way.

Claws, paws, and teeth are all facing away from you or downwards.

Cons: it's harder to control the head and visualize the areas you are brushing.






# Does **each cat** in my house need **their own** toothbrush?

This is one of the most common questions we get asked when it comes to multiple cat households. The answer? Yes.

It's best practise for each living creature in the house to have their own toothbrush. This is to prevent the spread of bacteria from mouth to mouth. If one cat develops a problem, you don't want to spread that accidentally to the other cats.

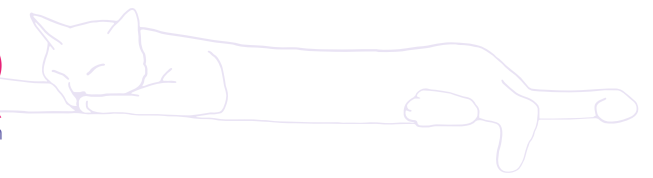
This is also why we created so many colors - so you know who's is who! Additionally, who wants to share a toothbrush with their brother? **GROSS!**



When you buy RYERCAT  
toothbrushes we give stacked  
discounts based on quantity.

If you  
buy...

2 get 5% off  
3 get 10% off  
4 get 15% off  
5 get 20% off



# How do I brush the **inner aspect** of my cats teeth?

The inner aspect of your cats teeth is a bit tricky, as cats don't sit with their mouths open for you.

Use caution when doing this as they may bite down. With hard plastic toothbrushes, you risk chipping your cats tooth (we've done it before with our cat, Jasper!).

This is why we made our toothbrushes with cornstarch. They are a softer material that will absorb the bite so you don't chip your cats teeth. Don't worry, they are also very durable!

We usually only do the inner aspect once a week, and very quickly. Your cats tongue is quite rough so those surfaces see friction more often!





# When Will The RYERCAT Cat Specific Toothpaste Be Ready?

We know you're all waiting for our cat specific toothpaste! We are working very hard every day to get it to market. However, there are many things to be completed before then.

First, we have to get our toothpaste ingredient list PUURFECT so that your cat actually likes it, and so that there's no garbage ingredients in there.

We could have had a toothpaste out MONTHS ago (because there is virtually no regulation around pet toothpaste... which is pretty scary). However, we love our 3 cats so much that we want to make the best possible product for them - which means A LOT of research & tests.

We estimate before December 2023 - until then, coconut oil is a great option.



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# First Time Purchase? Let's get you a **coupon code!**

We understand our products cost more than the average pet toothbrush & that can impact your purchase decision.

To give you a chance to try us out, Use code [FIRSTTIME10](#) to get 10% off your first order with us.

We know you'll love it!!

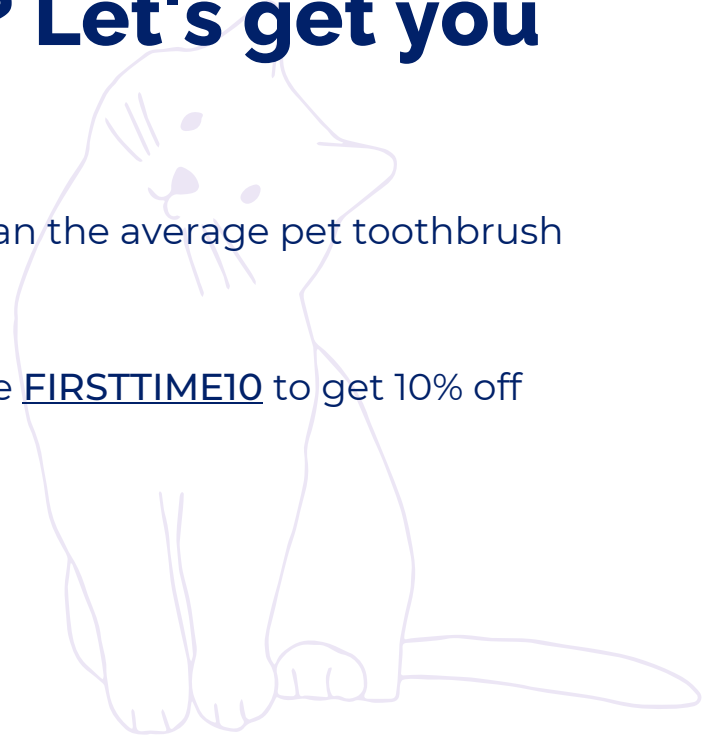
## Interesting in **selling** **our products** in your store or clinic?

We do provide bulk discounts for large orders to sell in clinics and in physical stores.

*We do not allow our products to be re-sold online (because that's what we do!)*

To get more information about our bulk prices, please send us an email to [info@ryercat.com](mailto:info@ryercat.com)

Be sure to include the shipping address and quantity you are looking to purchase so we can give you an accurate quote.







## Questions? Email us.

We know that questions might come up about brushing your cats teeth. Or maybe, you are more of a visual learner and just need to SEE how it's done.

If you have any questions, concerns, comments, etc, feel free to reach out to us any time at [info@ryercat.com](mailto:info@ryercat.com)

To watch a video format of this PDF on youtube, [WATCH HERE](#)

Don't forget to leave your feedback for us! We are a small family business and we live & die by our online reviews. Please consider leaving us pictures & videos of our products in action!! We love seeing them =)

Thank you for supporting our small business from Vancouver, Canada. You all are amazing cat parents and we are so proud of you!

