

Oxyfresh Pet Care Program
OFFICE TRAINING MANUAL

OXYFRESH PET CARE PROGRAM OFFICE TRAINING MANUAL

Contents

Welcome To Oxyfresh Pet	1
Safe & Effective Ingredients	2
Product Profile	3
Integrating Oxyfresh	9
Endorsement Letter	10

OXYFRESH CORPORATE OFFICES

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ORDERING

Direct:

Ph: 1.800.333.7374 Fx: 1.800.990.5285

Place orders 24 hours a day, 7 days a week online or via fax.

Online Orders: Oxyfresh.com | FAX Orders: 1.800.990.5285

Welcome to the world of extraordinary pet care products. Congratulations on making the decision to take your practice to the next level. Oxyfresh is committed to making your life and practice much more fun and rewarding — just as it has for thousands of pet professionals before you.

It is no secret that your customers want simple benefits when it comes to pet home care — fresh pet breath, safe products for their furry friends, and professional guidance. That is exactly what Oxyfresh offers.

- Unique Powered by our exclusive ingredient Oxygene® to eliminate the worst pet odors
- · Alcohol Free Products with alcohol can dry out pets' skin, ears and smiles
- · Non-Irritating Our products soothe and do not sting
- Safe Non-toxic, innovative formulas that are gentle and effective
- · Versatile Functional and safe for every type of pet
- Superior Oral Care Our dental products contribute to helping pets live longer, happier and healthier lives

With Oxyfresh, everyone wins!

Your customers win – with extraordinary, safe and effective pet care products.

Your practice and team win - your practice environment is viewed as more caring, professional and progressive when you offer the convenience and the proper instruction of these products. Additionally, by generating substantial passive income into the practice, you can fund team-oriented rewards.

This training manual is a tool for you and your team and will serve as a guide to instruct you through the process of fully integrating Oxyfresh so you can reap all the benefits this program has to offer.

Please feel free to contact Oxyfresh as questions arise. We are here to fully support you and your team.

Sincerely,

Your Oxyfresh Partner

SAFE & EFFECTIVE INGREDIENTS

Oxygene®

The ultimate eliminator of odors is a brilliant, non-toxic ingredient found in Oxyfresh's revolutionary odor-fighting products – and nowhere else! Oxygene® is Oxyfresh's registered name for the active, exclusive ingredient that safely and effectively neutralizes odors at their source. Oxyfresh maintains complete control over the manufacturing process of its Oxygene® (stabilized chlorine dioxide) to ensure the buffered solution maintains a neutral pH and meets the highest quality standards every time.

The mechanism of action of Oxygene® is through an oxidation-reduction reaction. It acts by oxidizing volatile sulfur compounds found in almost all body odors. The chemical reaction is:

$$H_2S + 2NaClO_2 = 2NaCl + SO^4 + 2H^+$$

Oxygene® rapidly and completely oxidizes the sulfur-containing molecule. The end products are sodium chloride, a water-soluble sulfate anion (innocuous) and two hydrogen atoms. The 2H⁺ reacts with the sodium citrate buffer to form citric acid. The end products are all completely safe. There is no formation of free chlorine, free chlorine dioxide, chlorinated organics or free hydroxyl radicals.

Stabilized chlorine dioxide is an ingredient that has been used in water purification for over 50 years to eliminate microorganisms. It has been EPA tested and recommended over chlorine for water purification. Chlorine reacts with the organic debris present in water, forming chlorinated organics or trihalomethanes, which are known to be carcinogenic. The use of stabilized chlorine dioxide in water purification safely eliminates microorganisms and odors.

Oxygene® in Oxyfresh pet products is in an inactive state to provide product stability. Oxygene® is activated as the pH in the environment is lowered. When Oxygene® is introduced into the oral cavity, the acidity of the saliva activates the solution. The lower the pH of the saliva, the more activated the solution becomes. The greater the presence of bacteria, the more acidic the environment. Additionally, the longer the solution is in contact with the oral tissues, the greater the activation and effectiveness. When activated, Oxygene® oxidizes the sulfur bonds, rendering them inactive.

Alcohol Free

Most pet care products use harsh ingredients like alcohol and fragrances that can dry out pets' smiles, sting delicate ears, and cause irritated skin.

Oxyfresh products are free from alcohol and irritants and safe for the most sensitive of pets.

Whether it's fighting bad breath with our water additive, cleaning debris from an ear, or conditioning a silky coat during bath time, Oxyfresh is looking out for pets.

Zinc Acetate

A unique and patented formula of Oxygene® and zinc acetate has been included in several Oxyfresh pet oral hygiene products, providing an even more powerful deodorizing effect. Zinc is proven pharmacologically safe and effective in oral health products. The combination of Oxygene® and zinc acetate helps to remove more of the different kinds of molecules that cause odors, making it extremely effective in eliminating bad breath.

Author Morton Pader noted in Oral Hygiene Products and Practice, "There is ... a substantial body of evidence indicating that appropriate zinc compounds, properly formulated into oral hygiene products, can be valuable adjuncts in the maintenance of a sound periodontal condition."

PET DENTAL WATER ADDITIVE



NO-BRUSH SOLUTION. JUST ADD TO PET'S WATER BOWL.



STOPS EVEN THE TOUGHEST DOG AND CAT BREATH

We make pet home dental care easy! Don't just mask pet bad breath - safely eliminate it at the source. Our non-toxic solution is a must-have when it comes to pet fresh breath and overall dental health.

By the age of three, 70% of cats and 80% of dogs have some form of periodontal disease, which can take years off their lives. That's why we developed our innovative Pet Dental Water Additive. It safely and effectively cleans the teeth and gums, protecting pets from periodontal disease, plaque and gingivitis. It freshens their breath too.

Our patented blend of Oxygene® and zinc safely eliminates bacteria that cause bad pet breath. Unlike other brands, our Pet Dental Water Additive is completely tasteless and odorless so even the pickiest pets can't detect it. We love pets, so all of our formulas are completely safe for both cats and dogs and 100% non-toxic.

- All-Day Pet Fresh Breath Finally say goodbye to pet bad breath with our fast-acting, patented formula of Oxygene® and zinc. We don't just mask bad pet breath; we safely neutralize it at the source.
- Clean Teeth and Gums The easiest way to clean pets' teeth, help protect against periodontal disease and strengthen gum tissue.
- Safe for Cats and Dogs The safest way to stop pet bad breath with no harsh chemicals, additives, xylitol, mints, tea tree oil, clove oil, alcohol or masking agents. We use only 100% non-toxic ingredients that matter to pets' dental health.
- Pets Love It Because It's Tasteless and Odorless Our Pet Dental Water Additive is undetectable so even the pickiest pets won't know it's there.

BRAGGING RIGHTS

My Dog's Teeth Are Healthy

"Oxyfresh Pet Dental Water Additive keeps my dog's teeth clean and healthy. He hasn't needed a cleaning since using it!"



Shirley W. - Castle Rock, CO

Bye-Bye Doggy Breath

"My dog has no doggy breath and his gums are very healthy thanks to Oxyfresh Pet Dental Water Additive."



Gay M. - Atlanta, GA

Clean Cat Teeth

"Oxyfresh Pet Dental Water Additive is easy to use. It makes my cats' teeth so much cleaner!"



Cecilia H. - Greensboro, NC























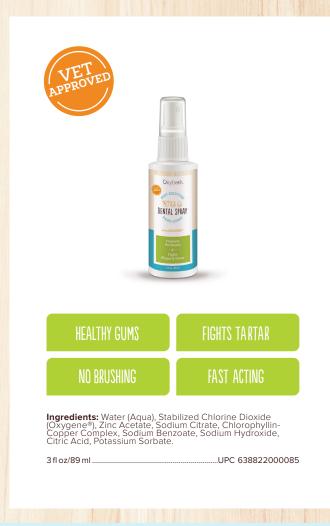






PET DENTAL SPKA

FRESHER BREATH IS A SPRAY AWAY



SAY GOODBYE TO PLAQUE AND TARTAR

Easy peasy, on-the-go fresh breath solution. Spray directly onto pet's gum line to reduce plaque, bacteria and bad breath. This incredible formula also helps prevent periodontal disease and gingivitis.

Pet Dental Spray is a must-have to boost overall oral care, adding years to a pet's life. Unlike other brands, it's free from harmful ingredients like clove oil, green tea, alcohol and other harsh chemicals. Plus, it's completely tasteless and odorless!

We don't just mask odors ... our patented blend of Oxygene® and zinc eliminates bacteria at the source. This convenient spray gently and effectively cleans the gums, promoting healthy tissue and a clean smile. Say goodbye to brushing.

- All-Day Pet Fresh Breath Finally say goodbye to pet bad breath with our fast-acting, patented formula of Oxygene® and zinc. We don't just mask bad pet breath; we safely neutralize it at the source.
- Clean Teeth and Gums The easiest way to clean pets' teeth, help protect against periodontal disease and strengthen gum tissue.
- Safe for Cats and Dogs The safest way to stop pet bad breath with no harsh chemicals, additives, xylitol, mints, tea tree oil, clove oil, alcohol or masking agents. We use only 100% non-toxic ingredients that matter to pets' dental health.
- Pets Love It Because It's Tasteless and Odorless Our Pet Dental Spray is unflavored so even the pickiest pets won't mind it.

BRAGGING RIGHTS

I Love This Spray

"Oxyfresh Pet Dental Spray is magical. My Pomchi used to have terrible breath and since using this, it has vanished."



Kaley B. - Spokane Valley, WA

No More Bad Kitty Breath

"My cats' teeth are very healthy and we always get good reports from our veterinarian, thanks to this product."



Vernon B. - Nottingham, MD

I Highly Recommend It

"My dog's breath is so much better with this convenient spray. It really helps that she doesn't mind using it."



Kenna S. - Coeur d'Alene, ID





























PET DENTAL GFL

ULTIMATE IN PET DENTAL CARE AND FRESH BREATH





CLEANS TEETH

SOOTHES GUMS

FRESHENS BREATH

NO BRUSHING

Ingredients: Water (Aqua), Chondrus Crispus (Carrageenan), Stabilized Chlorine Dioxide (Oxygene®), Aloe Barbadensis Leaf Juice, Chamomilla Recutita (Matricaria) Extract, Glycerin, Methylparaben, Propylparaben.

UPC 638822000351 4 oz/113 g.

BEST SOLUTION, PAWS DOWN

Supporting overall dental health can add years to a pet's life. Our innovative Pet Dental Gel is an instant-fresh-breath, ultra-versatile, must-have dental health product for all pet parents.

It's formulated with a soothing blend of Oxygene® and aloe to deliver cleaner teeth, remove plaque and tartar, condition and deodorize the gums, and provide the freshest breath possible. Plus, it's tasteless and odorless - pets love it!

Every dog and cat needs this innovative Pet Dental Gel that can easily be applied along the gum line with your finger – no brushing required.

- All-Day Pet Fresh Breath Finally say goodbye to pet bad breath with our exclusive ingredient Oxygene®. We don't just mask bad pet breath; we safely neutralize it at the source.
- Clean Teeth and Gums The easiest way to clean pets' teeth, help protect against periodontal disease and strengthen gum tissue.
- Reduces Plaque and Tartar Helps reduce the risk of oral disease by providing daily advanced plaque and tartar control for dogs and cats.
- Soothes Gum and Mouth Irritations Promotes healing by neutralizing bacteria and hydrating tissues for a healthier pet.
- Alcohol Free Zero harsh chemicals so it won't sting or irritate delicate gum tissue.
- Bonus Helps control bacteria and can be used on wounds to assist in speeding up healing.

BRAGGING RIGHTS

My Cat's Teeth Are Healthy

"Our cat has had an ongoing gum problem, so we tried Oxyfresh Pet Dental Gel. At his last checkup, our vet was really impressed."



Kathleen H. - Wilkes Barre, PA

A Superior Pet Product

"I use Pet Dental Gel on my pets and they no longer have to have their teeth cleaned. It's superior and we can't live without it."



Debbie S. - Columbus, GA

Clean Teeth and Gums

"Oxyfresh Pet Dental Gel makes my dog's teeth and gums healthy. I love it so much."



Luanne M. - Newark, DE



























PET EAR CLEANER

ADVANCED EAR TREATMENT





ELIMINATES ODORS

REMOVES BUILDUP

GENTLE & SOOTHING

FAST ACTING

Ingredients: Water (Aqua), Decyl Glucoside, Stabilized Chlorine Dioxide (Oxygene®), Hydroxypropyl Methylcellulose, Potassium Phosphate, Sodium Hydroxide, Methylparaben, Propylparaben.

8 fl oz/237 ml ... UPC 638822000092

LET US DO THE DIRTY WORK

Say fur-well to stinky pet ears. Our best-in-show ear cleaner is a safe, gentle and effective solution for dogs and cats. This fast-acting formula with Oxygene® is the quickest and easiest way to neutralize odors; soothe itchy, irritated ears; and remove wax buildup, dirt and mites, leaving pets with fresh, clean ears.

Unlike other brands, it's free of fragrance and alcohol to protect pets' sensitive, delicate ears. Alcohol can dry out tissue, causing even more itching and irritation.

Our unique Pet Ear Cleaner is loved by veterinarians and groomers alike because it doesn't require rinsing and is extremely gentle.

- It Works Best solution to remove wax buildup, dirt and mites. Never stings, burns or irritates.
- Itch Relief Total soothing care for raw, itchy and smelly dog and cat ears.
- Hassle Free Unlike other ear cleaners, there's no need to deal with the extra step of rinsing after treatment.
- Non-Toxic Gentle and safe formula for the most sensitive ears.
- Non-Irritating Pets love it because it doesn't sting.
- Eliminates Odors We don't just mask odors; we eliminate them at the source.
- Soothes Ear Infections These can be dangerous. Our ear cleaner soothes sensitive pet ears and helps reduce bacterial

BRAGGING RIGHTS

Works Well on Sensitive Ears

"As a groomer, I use Pet Ear Cleaner regularly. It works so well in cleaning the sensitive ears of puppies."



Madelyn H. - Denver, CO

Great for Ear Infections

"I love that Oxyfresh Pet Ear Cleaner doesn't leave a sticky residue and it clears up my dog's ear infections very quickly."



Holly P. - Davenport, FL

Clean Doggy Ears

"My vet is amazed at how clean my dog's ears are. I've used Pet Ear Cleaner for years and am very happy with it."



Harriet C. - Sugar Land, TX



















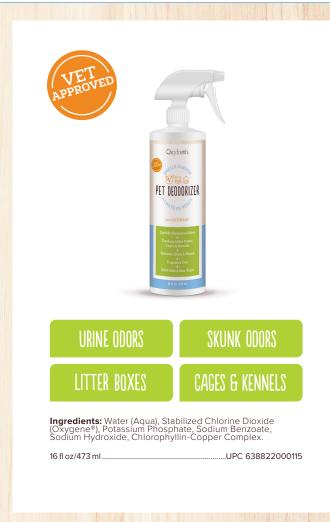






PET DEODORIZER

SAY GOODBYE TO PESKY PET ODORS THE NON-TOXIC WAY



SMELLS HAPPEN, ALWAYS BE READY

It's time to stop masking those pesky pet odors. Our innovative, non-toxic Pet Deodorizer is changing the pet-odor game. Our fast-acting ingredient Oxygene® is the new go-to for neutralizing pet odors anywhere they're a problem: carpets, bedding, litter boxes ... you name it, we're on it.

Many brands use fragrances or harsh chemicals to mask pet odors. Not Oxyfresh! Our deodorizer safely and effectively eliminates bad pet smells at the source, keeping pets and their homes fresh.

So safe, it can even be sprayed directly on pets. No time for a bath? No problem. Pet Deodorizer to the rescue!

- Eliminates Odors Every Time Give us 60 seconds to unleash some serious freshness as our proprietary Oxygene® formula completely neutralizes bad odors.
- Solves the Toughest Odors Eliminates urine, skunk, litter box, cage and kennel odors on a molecular level, leaving everything smelling fresh and clean.
- Safe and Non-Toxic We use only the best non-toxic ingredients that are safe for the entire family can even be sprayed directly on pets to eliminate odors.
- Fast-Acting To neutralize odors fast, spray on pet bedding, clothing, carpeting, in and around litter boxes, kennels, bird and animal cages, etc.

BRAGGING RIGHTS

Eliminates Urine Odor

"We use Pet Deodorizer to eliminate urine odor from the carpet. We have a lot of dogs and it's the best product we've found."



Lori C. - Phoenixville, PA

Wonderful Product

"I spray Oxyfresh Pet Deodorizer in my bird's cage. It cleans and deodorizes better than anything else I've tried."



Pam R. - Malvern, PA

It Works Great

"As a professional pet sitter, I get really excited about the Pet Deodorizer. It works great."



Denise T. - Keller, TX

























PET SHAMPO

BEAUTIFUL COAT, FRESH SMELLING PET



BATH TIME JUST GOT BETTER

No bones about it – it's the best shampoo from head to tail.

Our incredible Pet Shampoo is definitely Best In Show. We designed our unique formula to support and soothe pets' delicate skin, as this is the key to overall pet health. Healthy skin is crucial to a pet's natural defense against shedding, itchiness, dryness and odor.

Pet Shampoo cleans and conditions without harsh fragrances, alcohol or other strong chemicals that can cause irritation like other brands.

Our light citrus, pH balanced Pet Shampoo formula with Oxygene® has only safe, gentle ingredients to give pets shiny, fresh and beautiful coats while helping to naturally safeguard against fleas and ticks.

- Eliminates Pet Odors We don't just mask odors; we eliminate them with our exclusive ingredient Oxygene®.
- Solves the Toughest Odors Clean pets are happy pets, and our gentle, proprietary formula is unrivaled in neutralizing pet odors, including pesky skunk odor.
- Shinier Coat Tough on dirt, but not on their coats! Formulated with essential oil and amino acids for an easy-to-brush coat that feels fresh and soft.
- Soothes Skin Advanced conditioning formula will make pets feel truly pampered. Free of harsh chemicals and fragrances that may irritate delicate skin.
- Helps Deter Fleas and Ticks Our light citrus peel essential oil naturally assists in safeguarding pets against fleas and ticks.

BRAGGING RIGHTS

My Dog Is So Clean

"My dog bathes with Oxyfresh Pet Shampoo. It does a fantastic job cleaning and deodorizing."



Lisa T. - Gimli, Manitoba, Canada

It's Safe for Our Pets

"I absolutely love that Oxyfresh Pet Shampoo is safe for our pets' eyes. It also has a great smell."



Sandra M. - Fort McMurray, Alberta, Canada

Great Smell and Shine

"I love the smell of the Oxyfresh Pet Shampoo. My dog's coat is so shiny and healthy because of it."



Betty H. - Frost, TX



























INTEGRATING OXYFRESH

Team Orientation

Introducing each team member to the Oxyfresh pet care line is essential in establishing uniformity in communication of these products to your customers and creating a supported foundation for ideal instruction and care. Each team member can be an integral part in the success of this program. Make your practice a conducive environment for team members and customers to ask questions and gain clarification. This program is designed to make your practice more fun and rewarding for everyone.

When you receive your Oxyfresh products:

- · Dispense a set of products to each team member who has a pet to take home and begin using immediately.
- · Ask each team member to share their product experiences, ideas for applications and patients who may benefit.
- Set pricing (individually and/or included in treatment cases).
 - *Oxyfresh can assist you in creating a price list that works for your practice.
- Navigate through the Oxyfresh.com website and encourage your team to familiarize themselves with the site.
- Identify a point person who will be in charge of ordering, inventory, etc.
- Establish a routine for engaging in communication during morning huddle by identifying patients on the schedule who can benefit from specific Oxyfresh products based on their treatment and/or history.

Practice Setup

This is a key component in introducing customers to Oxyfresh. By setting up attractive displays and placing product and literature throughout the office, it gives customers the freedom and an invitation to ask freely about what you recommend for their home pet care, as well as the level of care and services you provide in the practice. It supports an opening for great communication between your customers and your team and provides a place where team members can display great leadership qualities. Additionally, your customers begin to view you and your entire team as their resource for all their pet health questions and home pet care needs.

Oxyfresh recognizes that the proper initial setup is essential in creating traction and more importantly, long-term success. That is exactly why Oxyfresh has outlined these simple steps – to ensure rock-solid results in your practice!

- 1 Show off Oxyfresh products, brochures, literature and photos in an attractive display case in the reception area, consultation room or behind the front desk.
- 2 Display Oxyfresh products, brochures and literature in each treatment room.
- 3 Have fun and display products decorated with colorful tissue paper and gift bags. Change up the display to match the office theme/ holiday.
- 4 Introduce patients to the Oxyfresh Pet Dental Spray as a pre- and post-treatment solution.
- 5 Have Oxyfresh Pet Dental Water Additive in a water bowl available for animals to drink while being seen.

Dear Valued Customer,

Our team is dedicated to providing you and your pet with the best care possible. By offering extraordinary pet care and services in a comfortable and relaxing environment, we strive to make each experience here a positive and rewarding one. Our emphasis is always focused on total preventive care for our patients, so your pet may achieve lifelong health and happiness.

To strengthen our commitment to you, we are now making pet home care products available in our office. We are excited to announce our product line of choice in supporting your pet's health: Oxyfresh. Please know, we would not recommend just any product line. We are very clear about the vast difference in the quality of various pet care products and take this step seriously. We have researched these products carefully and are confident that Oxyfresh products are the safest, most effective products available to enhance the health and well-being of your pet.

Here is what is available to you:

PET DENTAL WATER ADDITIVE — Stops even the toughest dog and cat breath and doesn't just mask it. The non-toxic Pet Dental Water Additive effectively cleans the teeth and gums, protecting pets from periodontal disease, plaque and gingivitis. It freshens their breath too.

PET DENTAL SPRAY — On-the-go fresh breath solution. Spray directly onto pet's gum line to reduce plaque, bacteria and bad breath. Pet Dental Spray is free from harmful ingredients like clove oil, green tea, alcohol and other harsh chemicals. Plus, it's completely tasteless and odorless!

PET DENTAL GEL — Supporting overall dental health can add years to a pet's life. Pet Dental Gel is an instant-fresh-breath, ultra-versatile dental product for all pet parents. It's formulated to deliver cleaner teeth, remove plaque and tartar, condition and deodorize the gums, and provide the freshest breath possible. Apply to the gum line with your finger — no brushing required!

PET EAR CLEANER — Safe, gentle and effective solution for dogs and cats. This fast-acting formula with Oxygene® is the quickest and easiest way to neutralize odors; soothe itchy, irritated ears; and remove wax buildup, dirt and mites, leaving pets with fresh, clean ears. Free of fragrance and alcohol to protect pets' sensitive, delicate ears.

PET DEODORIZER — Smells happen, always be ready. Fast-acting Oxygene® is the new go-to for neutralizing pet odors anywhere they're a problem: carpets, bedding, litter boxes, etc. This deodorizer safely and effectively eliminates bad pet smells at the source, keeping pets and their homes fresh. So safe, it can even be sprayed directly on pets.

PET SHAMPOO — Unique formula supports and soothes pets' delicate skin, as this is the key to overall pet health. Pet Shampoo cleans and conditions without harsh fragrances, alcohol or other strong chemicals that can cause irritation like other brands.

Ask our team about any of these Oxyfresh products ... those of us with pets all use and love these products, and we are confident you will too!

Pet Products Training Manual

