

petsmile®

brand presentation | 2019



VOHC
Accepted
Vet Approved
Professional
Dental Care for Pets

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our brand

From the humans who bring you supersmile®, introducing petsmile®, a premium pet oral care company.

Petsmile® is the first and only pet toothpaste to be awarded the Veterinary Oral Health Council (VOHC) seal for plaque inhibition. It is uniquely formulated with our proprietary ingredient Calprox® that efficiently removes plaque, staining, bad breath and prevents tartar buildup. Backed by powerful clinical results, petsmile® gives your pet the same clean, healthy mouth sensation supersmile gives to humans.

Using petsmile® is easy and its London Broil Beef flavor is delicious for pets. Simply apply petsmile® directly to your pet's teeth with a brush, swab, or even your finger. Petsmile's ingredients naturally activate with saliva. Your pet's tongue not only circulates the ingredients but because the tongue is naturally abrasive, it helps to remove the plaque and the bacteria that causes bad breath.

Petsmile® leaves your pet with a healthier mouth and contributes to a healthier life.



what sets us apart

calprox®

Petsmile's commitment to delivering the safest and most effective oral cleaning – led to the development of the cornerstone ingredient of our product line: Calprox®.

Calprox®, our proprietary & encapsulated form of Calcium Peroxide, provides a superior clean in an oral care routine by gently dissolving the protein pellicle from the teeth. The protein pellicle is the thin sticky film that builds up on the tooth surface to which plaque, bacteria, and stains adhere. Removing the stained protein pellicle leaves the teeth cleaner, brighter, and smoother for a longer period of time. Calprox® is safer than most competitive pet toothpaste ingredients as it is formulated without silica (a harsh and grainy abrasive that damages the enamel), commonly found in other pet oral care products.



clinically proven results

why petsmile is different



	petsmile*	Virbac	Petrodex	Nutri•Vet
Veterinary Oral Health Council (VOHC) Seal of Acceptance*	🐾			
Clinically proven to safely & effectively remove plaque + prevent tartar buildup*	🐾			
Human grade ingredients free of gluten, parabens, silica, sulfate. No animal by-products	🐾			
No brushing required	🐾			🐾
Made in America	🐾	🐾	🐾	🐾
1 Year supply	🐾			

- * Petsmile is the 1ST + only pet toothpaste to be awarded the Veterinary Oral Health Council (VOHC) Seal of Acceptance for plaque inhibition.
- * Petsmile showed significant plaque improvement in three independent clinical studies required by the Veterinary Oral Health Council to meet their demanding accreditation criteria.
- * Universal product for cats and dogs.

—petsmile®

additional clinically proven results

62% greater
reduction
in plaque versus
control toothpaste



28% greater
reduction
in gingivitis versus
control toothpaste

*3RD party 28 day clinical study
*statistically significant results shown

the petsmile® difference

- promotes total oral health and healthier gums
- re-mineralizes tooth enamel
- clinically proven, patented technology
- whitens + brightens teeth
- ideal for all breeds + sizes (including cats)
- no harsh abrasives
- made with human-grade, pet-friendly ingredients
- delicious London Broil Flavor
- free of known allergens



GLUTEN FREE



NO ANIMAL
BY-PRODUCTS



PARABEN FREE



SILICA FREE



SULFATE FREE



MADE WITH LOVE

about our product

Similar to humans, undisturbed plaque can lead to bad breath, tartar buildup and bleeding gums, which is detrimental to the overall health of your pet.

Petsmile® now delivers a superior, healthier and more convenient solution for optimum pet oral hygiene.

Pro Tip: Incorporate using petsmile® into your dental procedures as a pro-fee, and send every client home with a tube.

Petsmile® is used as both maintenance and preventative.



how to use our product

For best results brush daily.
Alternatively apply directly with
the petsmile® applicator.



step 1

Apply a dime or
nickel-sized amount
of petsmile® toothpaste
to brush or petsmile®
applicator.

step 2

Apply to teeth on
both sides of your
pet's mouth.

step 3

Let your pet lick
the toothpaste
around in their
mouth.

SKUS + MSRP



PET TOOTHPASTE NATURAL LONDON BROIL FLAVOR (L)
UPC 036179000756

SKU	Size	Cost	MRSP
0756	4.5 oz.	-	\$25.00



travel size!
PET TOOTHPASTE NATURAL LONDON BROIL FLAVOR (S)
UPC 036179002507

SKU	Size	Cost	MRSP
2507	2.5 oz.	-	\$15.00



new flavor!
PET TOOTHPASTE ROTISSERIE CHICKEN FLAVOR (L)
UPC 036179001739

SKU	Size	Cost	MRSP
1739	4.5 oz.	-	\$25.00



new flavor!
PET TOOTHPASTE SAVORY DUCK FLAVOR (L)
UPC 036179001746

SKU	Size	Cost	MRSP
1746	4.5 oz.	-	\$25.00



PET TOOTHPASTE APPLICATOR SWABS (50 PK)
UPC 036179002002

SKU	Size	Cost	MRSP
2002	50 pack	-	\$12.00



swab

4.5 oz

2.5 oz

new product



45° angled patented bristles

double ended pet toothbrush
april 2019

powered by Calprox®

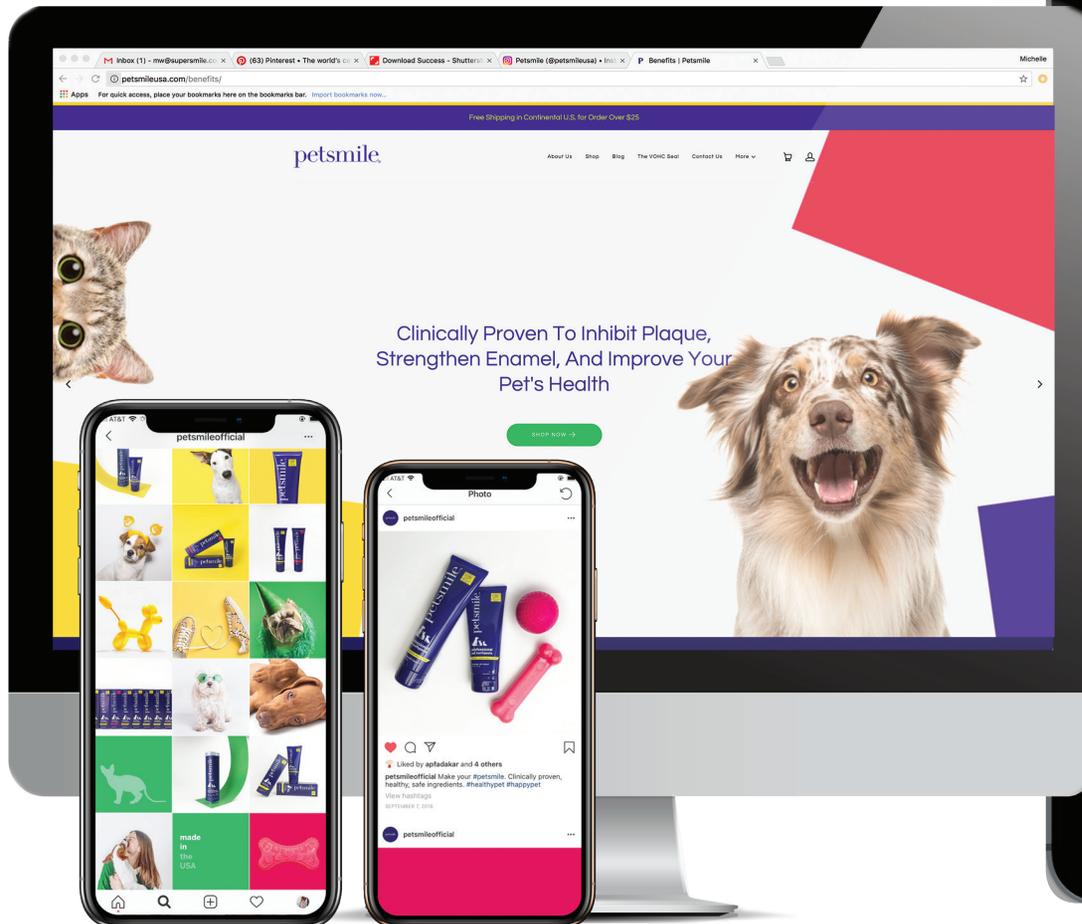


Calprox® chews
fall 2019

marketing support

- Petsmile's Guide to Dental Care eBook exclusive content of petsmile®
- comprehensive digital marketing plan
- engagement social media campaign
- unique + consistent brand identity throughout all platforms

what you need
to know to take
care of your
pet's teeth



Introduction to Protecting Your Pet's Teeth + Gums

A lot goes into ensuring that dogs and cats receive the dental care they need to enjoy healthy teeth and gums for life. To support pet owners on this journey, our team at Petsmile created this informative guide about protecting your pet's dental health. With this guide, you will learn all you need to know about at-home and professional dental care for dogs and cats.

petsmile® in the press

Pet Age

"Treat the pooch to a celebrity smile with Petsmile's London-broil flavored, veterinarian-approved toothpaste"

NEW YORK

"A gentle, safe way to clean dog's teeth, eliminating plaque and tartar for thorough oral care"

TDAQ THE DAILY QUIRK

your daily dose of quirky goodness

"Petsmile has the added benefit of truly freshening your dog's breath and whitening his teeth, so he's Instagram-ready"

Star

"It's the only pet toothpaste to receive the Veterinary Oral Health Council seal, so brushing will give both you and Fido something to smile about"

DAILY NEWS

"Preventative dental health is better than regular vet visits for both your pet and wallet Petsmile toothpaste has been awarded the VOHC of Acceptance"



NEWS LEDGE

"Petsmile makes dog oral care as easy as snack time"

Just Labs®

A CELEBRATION OF THE LABRADOR RETRIEVER

"Keep your dog's teeth the smart way"

BuzzFeed

"Say goodbye to a world of smelly doggy kisses, and hello to fresher future with Petsmile"

And a few more...



social media engagement | @petsmileofficial



"Bring it on Monday, I'm ready!! All clean & groomed up. I even got my teefs – brushed thanks to the sweet folks @petsmileofficial. Go check out their great tasting professional pet products for your furbabies"



"My Charlie loves brushing his teeth with @petsmileofficial – As a matter of fact, he wouldn't mind eating it all!! Oh and good for my cat, Coco too!!..."



"When Mom says that's not long enough and takes over brushing your teeth ~ Digby (#HelicopterMom) SWIPE FOR VIDEO HUMILIATION... Petsmile @petsmile Professional Pet Toothpaste is the Very 1st"



"@hootiethegoldendoodle LOVES his #petsmile brushing and shares, The rents use it because it has the Veterinary Oral Health Council Seal of Acceptance and human-grade ingredients with no animal by-products. #toothpaste #dog #goldendoodle #love.."



thank you!

contact

1-800-784-SMILE
info@petsmileusa.com
petsmileusa.com
New York, NY.

