Press Releases

Purina® DentaLife® Partners with Dr. Evan Antin to Help Dog Owners Make Sense of Doggy Dental Care

New Purina® DentaLife® ActivFresh™ Chews Have Proprietary Active Ingredient Blend of Honey and Natural Spirulina to Battle Bad Breath at the Source

ST. LOUIS, June 25, 2019 /PRNewswire/ -- Dental care for dogs is important, but frequently overlooked by dog owners. One of the few outward signs of dental problems lurking just below the surface is bad breath. To combat the issue, Purina® DentaLife® launched ActivFresh™ daily oral chews, a new breakthrough technology that goes beyond simply masking breath and fighting it at the source.

Experience the interactive Multichannel News Release here: https://www.multivu.com/players/English/8536451-purina-dentalife-doctor-evan-antin-activfresh-chews/

The new scrumptious chews are made with an active-ingredient blend of honey and natural spirulina and have been scientifically tested to fight bad breath. Owners can feel good about adding Purina DentaLife ActivFresh to their dog's daily regimen as each chew is completely free of artificial flavors and colors, while delivering a pop of savory chicken flavor dogs crave.

To introduce ActivFresh, the brand is partnering with well-known veterinarian and host of Animal Planet's "Evan Goes Wild" Dr. Evan Antin to help dog owners keep their dog's breath fresh and teeth healthy by practicing regular dental hygiene.

"Good dental hygiene is just as important for pets as it is for humans," said Dr. Evan Antin. "While brushing is always recommended, certain chews like DentaLife ActivFresh can be a great and easy option to fight bad breath at the source. I prefer these types of chews to some rinses and foams on the market."

Along with having a good daily, dental chew in your dog's dental regimen, Dr. Antin recommends the following to all pet parents:

- **See your vet regularly:** when visiting your veterinarian for a regular check-up, make sure they check your dog's teeth. They can evaluate your dog's mouth, teeth and gums and identify any trouble spots.
- **Brushing is best:** if you're doing this at home, start slow and make sure it's a positive experience. First, introduce the toothpaste with your finger and progress to the toothbrush once the pet becomes comfortable. Your vet can also help with brushing your dog's teeth if you're having a lot of trouble at home.
- **Crunchy kibbles:** dry, crunchy foods can be helpful. As the dog chews, particles from the dry food scrape against his teeth to help reduce tartar buildup.
- **Watch for warning signs:** persistent bad breath, red gums, and changes in behavior or eating habits can all be signs of dental dangers.

Purina DentaLife's ActivFresh daily oral care dog chews are available at mass, grocery and pet specialty retailers nationwide. Chews are available for small/medium dogs (9, 21, and 35 count pouches), large dogs (7 and 21 count pouches), and most recently mini dogs (21 and 56

count pouches).

To learn more about DentaLife ActivFresh, please visit www.purina.com/dentalife.

About Purina
Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness. Subscribe here to get the latest Purina news.

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