

Iams to Launch Healthy Teeth Campaign in February

Initiative to feature website with tips on how to brush cat's teeth.

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Iams will launch a Healthy Teeth for Pets campaign on Feb. 1 in light of National Pet Dental Health Month. (The website will not be active until that date.)

Eukanuba and Veterinary Pet Insurance, which offers dental care as part of its wellness package, are among the partners.

"The website is designed to be a resource for consumers to go to understand the importance of dental care," said Amy Dicke, DVM, technical services veterinarian at Procter & Gamble Pet Care, the maker of Iams and Eukanuba.

This includes information on how to brush a pet's teeth and the benefits of long-term dental care, she added.

As part of the campaign, pet dental-health kits will be sent to select veterinary hospitals and retail outlets. Kits will contain a teeth-cleaning chart, a dental cleaning and nutritional booklet, coupons for discounts on pet food products, a discount offer from VPI and a finger brush.

In related news, VPI recently tracked claims data from its more than 466,000 pets insured nationwide and found that combined claims for dental conditions were the 11th most common type of claim received in 2008. The company received more than 13,000 claims for conditions related to excessive tartar and tooth decay, oral abscesses and root canals.

To prevent serious health problems, VPI says pet owners should have their pets' oral and dental health evaluated by a veterinarian regularly.