

Dental Health Campaign Promotes Regular Care

Promotion emphasizes importance of providing professional oral-health exams.

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Caring for your cat's teeth includes establishing a brushing schedule and regular dental checkups. Hill's Pet Nutrition Inc., co-sponsor of the 15th annual Pets Need Dental Care, Too campaign, urges pet owners not to brush off dental home care.

The campaign provides veterinary health teams with materials for discussing with pet owners the importance of scheduling regular, professional oral-health exams and establishing an at-home dental-care routine to maintain their pet's good oral health.

"It's a great idea for pet owners to plan an annual visit to their veterinarian to detect any potential health problems," said Kara Burns, LVT, veterinary technician specialist at Hill's. "Preventing and treating periodontal disease through routine veterinary visits and home-care protocols are essential aids to ensuring a pet's high quality of life."

Hill's, based in Topeka, Kan., is partnering in the campaign with the American Veterinary Medical Association, American Veterinary Dental Society, Academy of Veterinary Dentistry, American Veterinary Dental College, Academy of Veterinary Dental Technicians and Veterinary Oral Health Council.