

An Adorable Labrador with a Talent for Tricks Wins the National SENTRY® Petrodex® Superstar Smiles Photo Contest

Flash, a Yellow Lab from California, takes the title.

OMAHA, Neb., May 8, 2013 /[PRNewswire](#)/ -- Flash, a three-year-old yellow Labrador Retriever with a talent for learning tricks and a healthy smile, took the top spot in the Superstar Smiles Photo Contest sponsored by SENTRY® Petrodex®, a dental brand from Sergeant's Pet Care Products, Inc.

To view the multimedia assets associated with this release, please click <http://www.prnewswire.com/news-releases/an-adorable-labrador-with-a-talent-for-tricks-wins-the-national-sentry-petrodex-superstar-smiles-photo-contest-206461701.html>

"He is very smart and affectionate. A total 'people person'," said his owner, Amanda, who lives with Flash in San Diego, California. In addition to flashing a sparkling Petrodex smile, Flash has many other tricks that endear him to people. "One of the tricks he made his own was a love for closing refrigerator, cupboard and home doors. Flash and our 20-month-old son are attached at the hip and are always keeping each other entertained and in trouble."

Flash is also an international canine. He was born in Queensland, Australia and moved with his family to the U.S. last year. While in Australia, Flash enjoyed going to the Outback, participating in animal charity walks and swimming in the tropical Queensland waters. He still has a fan base there that sends him toys and treats from Australia to this day. But he's an all-American dog now, and has settled into his California life well.

As the contest's Grand Prize winner, Flash's owner received a Canon EOS Digital Rebel T3 Digital SLR Camera Kit and a variety of SENTRY Petrodex pet dental care products. This will enable her to take even more shots of Flash, who clearly loves being in front of the camera.

Radio personality and pet enthusiast Steve Dale served as the celebrity judge of the nationwide SENTRY Petrodex Superstar Smiles contest, which received nearly 2,000 photo entries in just four weeks. The aim of the contest was to help raise awareness among pet owners about the importance of keeping their dogs' teeth clean and healthy.

"The competition was fierce, and choosing the winner from the five finalists was a tough one," Dale stated. "I just kept going back to Flash's expression and his happiness, which radiated through the photo. His star quality is strong, and from his smile and healthy teeth, it's clear that his owner is taking care of him well!"

"The SENTRY Petrodex contest is becoming a tradition now, and we always receive so many photos of beautiful dogs," said Patsy Sumner, vice president of marketing services at Sergeant's. "It is touching for those of us who work in the pet products industry to see how these products benefit pets. Congratulations to Flash. We wish him happiness and dental health for many years to come."

Learn more about the entire line of SENTRY Petrodex pet dental products, available at pet specialty stores nationwide, at www.sentrypetcare.com. For more information about keeping your pet's teeth clean and healthy, visit the Pet Health Central blog, <http://blog.sergeants.com/>.

About Sergeant's Pet Care Products

Sergeant's Pet Care Products, one of America's most trusted brands of pet supplies, is an Omaha, Nebraska-based manufacturer of pet products. As part of the Perrigo Company, a leading global manufacturer of OTC healthcare products, Sergeant's brings effective, in-demand flea and tick treatments, health and well-being solutions and treats for dogs and cats to grocery, mass, dollar, drug and club retailers. For more information, visit Sergeant's website at sergeants.com. To be a part of the ongoing conversation about pet health, join Sergeant's social media community, Pet Health Central (facebook.com/phcfans and blog.sergeants.com).

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