

## **Introducing SENTRY® Petrodex® Advanced Dental Care Calming Kit for Dogs**

OMAHA, Neb., Aug. 5, 2014 /PRNewswire/ -- Just like their human owners, a dog's oral hygiene is tied directly to his overall health. According to the American Veterinary Dental Society, 80 percent of canines show symptoms of oral disease by the age of three. Studies also show that keeping your pet's mouth healthy may increase their life expectancy by up to two years.

"Our new SENTRY® Petrodex® Advanced Dental Care Calming Kit targets plaque and build up while helping to keep dogs calm while their teeth are brushed," said Caryn Stichler, VP of marketing, Sergeant's Pet Care Products, Inc. "Our Triple Action Toothpaste uses proven pheromone technology to not only calm dogs, but also to help assure them that they are safe."

Available at pet specialty retailers, the SENTRY Petrodex Advanced Dental Care Calming Kit includes Triple Action Calming Toothpaste, a Dual-Ended Toothbrush and a Finger Toothbrush.

- SENTRY Petrodex Calming Toothpaste is specifically formulated for dogs and has a berry poultry flavor with pheromone technology to assist with acceptance. The calming toothpaste reduces plaque and tartar accumulation and freshens breath without foaming.
- The Dual-Ended Toothbrush was developed by a veterinarian and includes both a large and small brush head for detailed cleaning. Dishwasher safe, its ultra-soft bristles help remove plaque and food debris.
- The Finger Toothbrush massages gums while gently removing plaque and food debris, leaving teeth clean and white. Ideal for puppies, this brush is easy to use — slipping over a finger — and is dishwasher safe. The finger brush is the ideal way to introduce your pet to tooth brushing for the first time.

The key to preventing oral disease is to begin a hygiene regimen from an early age. Tackle oral health and keep your dog happy and healthy with SENTRY Petrodex dental products. Learn more at [sentrypetcare.com](http://sentrypetcare.com).

### **About Sergeant's Pet Care Products**

Sergeant's Pet Care Products, Inc. is one of America's most trusted brands and manufacturers of pet supplies. As part of Perrigo Company plc (NYSE: PRGO; TASE), a leading global manufacturer of over-the-counter 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, club and pet specialty retailers. For more information, visit Sergeant's website at [sergeants.com](http://sergeants.com). To be a part of the ongoing conversation about pet health, join Sergeant's social media community, Pet Health Central at [facebook.com/phcfans](https://facebook.com/phcfans) and [blog.sergeants.com](http://blog.sergeants.com).

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For further information: Media Contact: Larissa Blick, 402.938.7006, [lblick@sergeants.com](mailto:lblick@sergeants.com)