

TARTAR SHIELD[®] CAT TREATS

Provide an effective
dental care formula
in a tasty treat!

- Cleans teeth and freshens breath
- Patented formula clinically proven to reduce plaque and tartar build-up
- Chicken flavor your cat is sure to love
- Supplements professional dental care
- Available exclusively through your veterinarian



Cleaner, Healthier Teeth
for Healthier, Happier Pets

Don't make your Cat
WAIT for more
TARTAR SHIELD[®]
CAT TREATS

You can order another supply
to be shipped to your door!



Place your order at
www.TartarShield.com
or ask your Veterinarian

Try our other
TARTAR SHIELD[®]
dental care products

Manufactured in U.S.A. for:
Tartar Shield Pet Products
Therametric Technologies, Inc.
Noblesville, IN 46060
1-888-598-7658

www.TartarShield.com

U.S. Patent No. 6,080,419



CAT TREATS



Show Your Cat
You Care

By providing a tasty treat
that cleans your cat's teeth

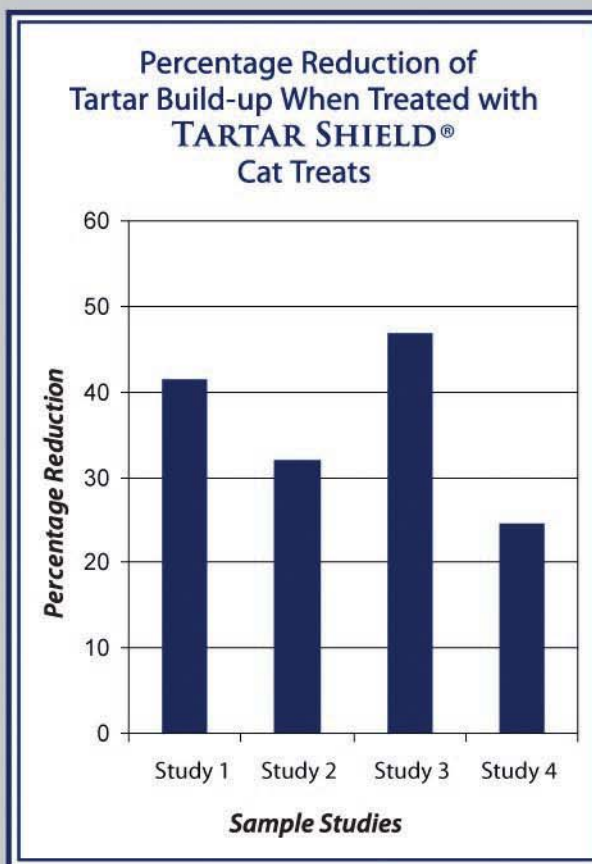
The Secret Ingredients

TARTAR SHIELD® Cat Treats are coated with Malic Acid, a naturally occurring ingredient found in citrus fruits. Malic Acid works in a patented formula clinically proven to significantly *prevent* plaque and tartar build-up, reduce bacteria and clean teeth. Malic Acid also acts as a flavor enhancer, making TARTAR SHIELD® Cat Treats a tasty treat your cat is sure to love!

The Importance of Healthy Teeth

Yellow teeth, inflamed gums and bad breath may indicate a serious gum disease that can lead to other health problems. The American Veterinary Dental Society asserts that periodontal disease affects nearly 80 percent of cats over the age of three. It is the number one health problem diagnosed in cats. What begins as bacteria and plaque on teeth can progress into bleeding gums, tooth loss and even damage the heart and other internal

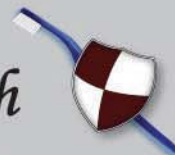
organs. TARTAR SHIELD® Cat Treats significantly reduce bacteria and plaque, helping to keep your cat healthy and happy.



Clinically Proven

TARTAR SHIELD® Cat Treats were clinically proven to significantly reduce tartar build-up through independent research conducted at Indiana University School of Dentistry. Studies showed that cats given TARTAR SHIELD® Cat Treats had over 40% *less* tartar build-up than those not fed TARTAR SHIELD®.

*Arm your Cat with
Tartar Protection*



Feeding Instructions

Give your cat TARTAR SHIELD® as a tasty treat or reward. To help keep teeth clean and reduce tartar formation, feed 10 to 15 pieces daily in addition to the normal diet. Each piece is less than one calorie! TARTAR SHIELD® Cat Treats are a wholesome treat, fortified with essential vitamins and minerals in a tasty chicken flavor.



Recommendations

TARTAR SHIELD® Cat Treats are available exclusively from veterinarians. Be sure your cat has regular dental cleanings by a veterinarian. Feeding your cat TARTAR SHIELD® Cat Treats will help keep teeth clean between cleanings and ensure better oral hygiene for your cat.