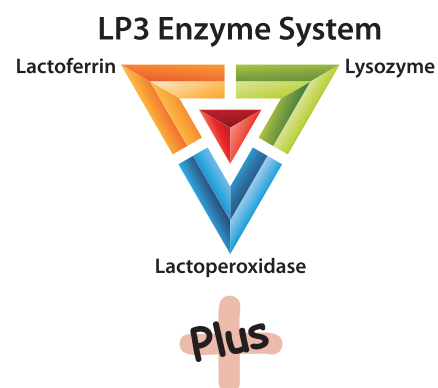




Two Patented Complete Enzyme Systems



LP3 Enzyme System

The LP3 Enzyme System combines three potent, naturally occurring enzymes. Each enzyme has its own unique properties and when combined, pack a powerful antimicrobial punch. These three enzymes are derived from dairy products so they are 100% safe and gentle. The three most effective are Lactoperoxidase, Lysozyme and Lactoferrin. Used in oral care, these enzymes destroy bacteria and fungal microorganisms while restoring the oral balance in a pet's mouth.

MD2 Enzyme System

**MUTANASE &
DEXTRANASE**

MD2 Enzyme System

The MD2 Enzyme System is the second patented enzyme system in the Oratene Oral Care line. These natural enzymes are Mutanase and Dextranase. This unique combination works to make plaque water soluble and unable to bind to the tooth surface, providing a natural and effective brushless system.



Why Oratene?

Oratene contains two patented, natural enzyme systems that inhibit harmful odor-causing bacteria and remove plaque biofilm. Brushless enzymatic technology makes oral care easy and a gentle formulation soothes and protects tissues. Oratene helps relieve dryness, irritation, inflammation and redness.

Who Should Use Oratene?

- Dogs, cats, puppies, kittens, for superior daily oral care
- Pets on certain **medications** which can cause **Dry Mouth**
- Pets with special health needs
- Pets averse to brushing
- Aging pets

A Brief History of Biotene

A 35 year historic endeavor into what now has become an international phenomenon for oral health care for humans and animals started in the laboratory of Michael C. Pellico, president of Laclede Inc. Pellico, the developer of enzymatic oral health care products originally patented the Lactoperoxidase Enzyme System for use in human oral health care with a line of products trademarked Biotene®,

for Xerostomia (dry mouth). In short time, Biotene became the number one brand of oral care product for dry mouth. As the chemist behind the development of the C.E.T.® and Petrodex® oral care for pets he understood the need for his Lactoperoxidase Enzyme System in oral care. With significant improvements, he and his sister Pamela Bosco, President of Pet King Brands, Inc.,



developed the Biotene® Veterinarian product line for pets, the first brushless oral care system available with patented dual enzyme systems to eliminate harmful bacteria and remove plaque biofilm. In 2008, GlaxoSmithKline acquired the Biotene line for humans thus necessitating a change in brand name for the pet products.

Pets Get Dry Mouth Too

Dry Mouth Relief

Seniors and pets with special medical conditions require more serious oral care because they often develop unhealthy saliva, or are on **medications** that cause dry mouth. **Oratene** Brushless Oral Care is based on over 35 years of enzyme research developed to manage **Dry Mouth** (Xerostomia). The patented enzyme systems replenish the protection and defense mechanism that is naturally found in healthy saliva. These products are formulated to be safely ingested for these compromised pets.

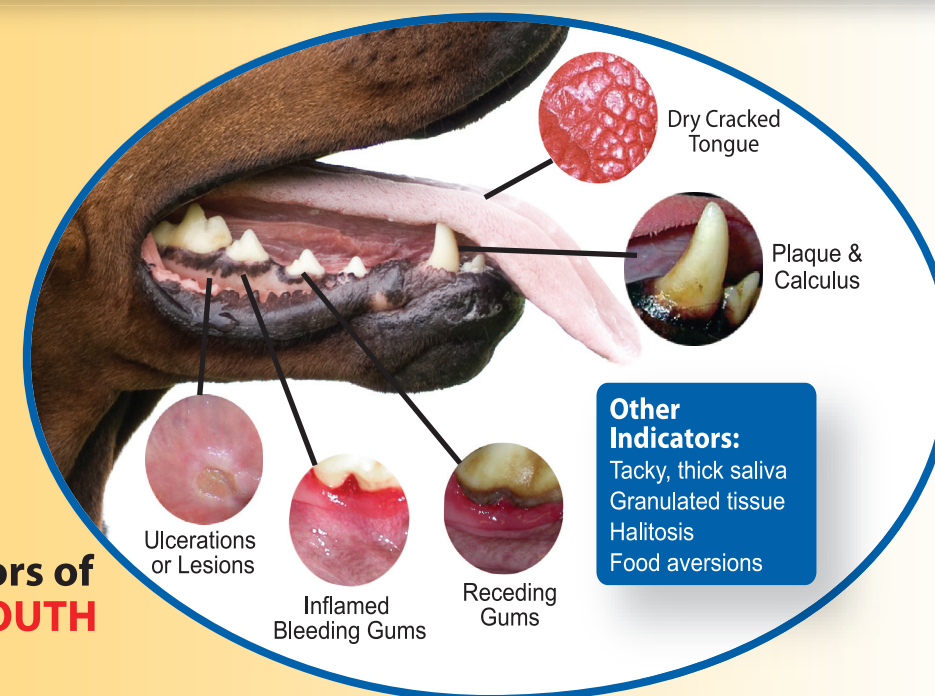


Medications are the most common cause of DRY MOUTH



Look for the DRY MOUTH Red Flags:

- | | | |
|----------------|----------------------|---------------------------|
| •FIV | •Medications | •Thyroid dysfunction |
| •Anxiety | •Hypertension | •Osteoarthritis |
| •Dehydration | •Pancreatitis | •Autoimmune diseases |
| •Diarrhea | •Aging | •Nutritional deficiencies |
| •Diabetes | •Chemotherapy | •Radiation to head/neck |
| •Renal failure | •Endocrine disorders | •Trauma to head or neck |
| •Strokes | •Systemic diseases | •Chronic liver disease |



Indicators of DRY MOUTH

Poor Salivary Conditions

As pets age, develop health problems or take **medications**, they can develop poor or an inadequate salivary condition called Xerostomia, (**DRY MOUTH**). This is an original hidden cause of halitosis, periodontal disease and tooth loss and is often left untreated or misdiagnosed. **DRY MOUTH** can range from mild to extreme, with some pets only exhibiting a few signs. Typically, the first sign a pet owner will notice is BAD BREATH. Chronic dry mouth creates an environment for bacterial and fungal overgrowth.