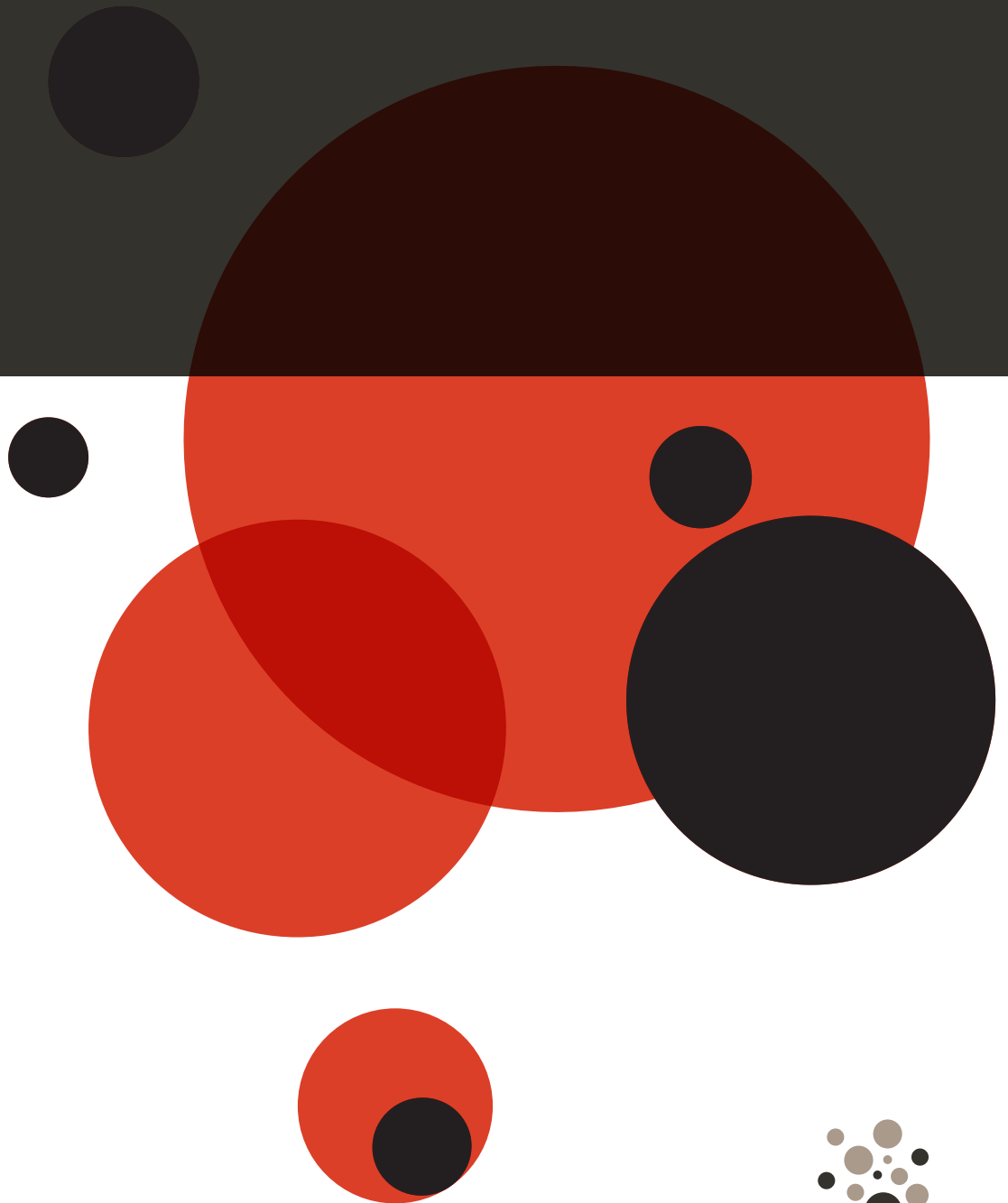


Smile
Plus
X

X^{smile}® Plus

Smile. With X^{smile} you're not only their vet,
you're also their dentist





NEW



Better tasting



More effective



Greater mucoadhesion



With our tools, you're not only their
vet, you're also their dentist

(Exclusively for vets)

Veterinarians and oral hygiene

The study carried out by Banfield Pet Hospitals¹ in a population of 2.5 million dogs and 500,000 cats found that the prevalence of dental disease has increased by 23% since 2006, and now affects 76% of dogs and 63% of cats.

Although dental disease is a common problem, veterinarians find it hard to raise awareness among pet owners of the importance of oral hygiene. This is because pet owners see the vet as their pet's doctor, not its dentist.



4 out of every 5
dogs suffer from
periodontal disease

Pet owners and oral hygiene

Owners generally ignore their pet's oral hygiene because they are unaware of the need to guard against periodontal disease, and of the serious consequences of not doing so.

Research has shown that periodontal disease can affect the course and pathogenesis of numerous systemic disorders, particularly heart disease (75% of dogs with periodontal disease).^{2,3,4,5}

Urano and oral hygiene

Urano is committed to providing veterinarians with innovative products that can be sold through veterinary clinics. We focus on prevention, and most of our products are developed for the field of preventive medicine.

Pet dental hygiene is one of the cornerstones of preventive medicine, and is as important as vaccination and worming. This is why we strive to develop products and tools that help veterinarians boost customer loyalty and trust, and increase their revenue.

We launched our Xmile[®] line in 2014 to place oral hygiene in the hands of the vet. Our new Xmile[®] plus tooth gel gives you a further tool with which to raise your customer's awareness of the importance of the advice and care of a professional vet in maintaining the oral hygiene of their pet.

Dental plaque and buccal flora

Dental plaque can contain up to 30 different species of G+ and G- bacteria, mostly porphyromonas, which are involved in the development and progression of most cases of periodontal disease.

Porphyromonas are secondary colonisers of the gingival sulcus. Their proteolytic capacity, together with changes in the host's local immune response and subsequent inflammatory reaction, turn periodontal destruction into a chronic process.

In the study *Detection of putative periodontal pathogens in subgingival specimens of dogs*⁶, published in The Brazilian Journal of Microbiology (2007), PCR analysis of gingival tissue samples obtained from 40 dogs (25 with periodontal disease and 15 with no signs of disease) found the following bacteria populations in samples with periodontal disease:

- 64 % *Porphyromonas gingivalis*
- 36 % *Campylobacter rectus*
- 24 % *Actinobacillus actinomycetemcomitans*
- 20 % *Prevotella intermedia*
- 20 % *Tannerella forsythensis*
- 16 % *Fusobacterium nucleatum*

The prevalence of *Porphyromonas gingivalis* in samples from animals without periodontal disease was only 6.66%. In short, dental plaque is the community of bacteria that for a biofilm, embedded in a matrix. This makes them much more resistant to the action of antibiotics and antiseptics.

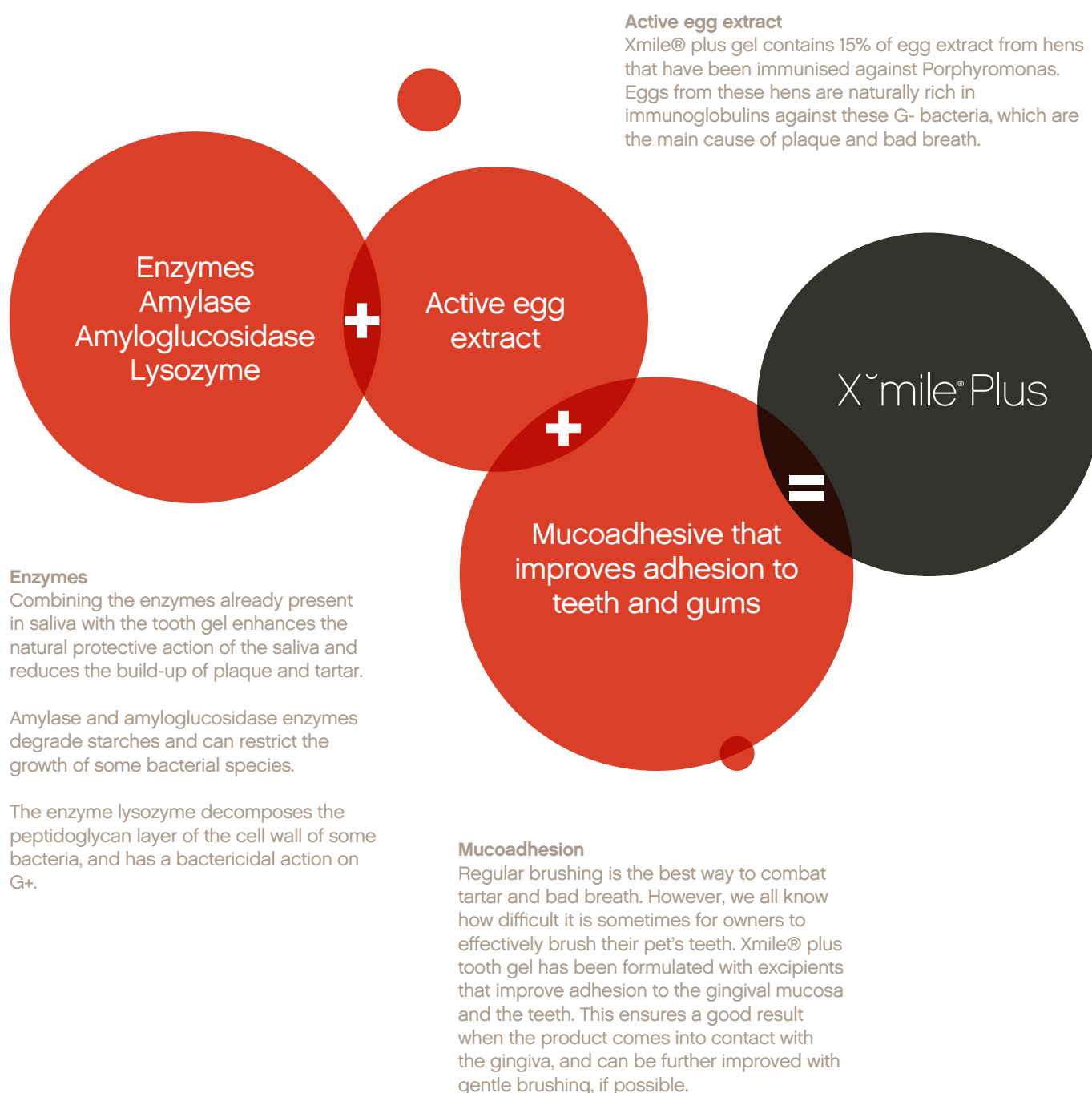
The antibacterial properties of saliva are an important factor in the oral defence system. This protective effect can be further improved with the regular use of tooth gels containing enzymes and other active ingredients that enhance the natural protection provided by saliva.



The new Xmile® plus tooth gel

The new Xmile® plus tooth gel has been developed as a component of your care protocols and dental hygiene campaigns, and will boost your customer loyalty and satisfaction.

The formula of success





The combination of enzymes and active egg extract reinforces the important protective functions of saliva, stimulates the natural buccal flora, and helps control harmful bacteria.

Urano brings you:

1

Un producto eficaz y seguro para que vuestros clientes estén plenamente satisfechos con las soluciones que les propone su veterinario-dentista.

2

Exclusivity

Our products are not sold in pet shops or department stores. We are committed to selling our products in veterinary clinics to guarantee that pet owners will always receive professional advice from the team of veterinarians and their assistants.

3

All advertising of Xmile® emphasises the role of the veterinarian as the exclusive prescriber of the product.

4

Samples for your customers

We know how hard it is to convince pet owners. That's why all 12-unit displays of the new Xmile® plus tooth gel include 6 mini sample tubes so that your customers can see for themselves that the product is both palatable and easy to use.

5

Our guarantee

We accept products that have passed their sell-by date and end-customer returns (even of open and half-consumed products). Contact us and we will replace any out-of-date products and customer or retailer returns. Rest assured, we take responsibility for any dissatisfaction with our products.

6

Dental check-up forms for your customers

7

Tips for launching oral hygiene campaigns



Display
Containing 12 units + 6
free samples

***Includes
booklet with tips on
oral hygiene**

Included in each
box, highlighting the
veterinarian's role in oral
hygiene

Box
To hold the tube
assembled with the
nozzle



**50 g
tube**

Nozzle
For easy application



Finger brush

The tools to be provided by the veterinarian

Veterinarians must try to regain their position in a market in which they currently have less than a 10% share by giving their customers good advice that will encourage them to entrust their pet's oral hygiene to their care. To achieve this, it may be necessary to examine the criteria currently used in your clinic.

Some suggestions:

- Raise awareness among your veterinary staff: they are key to getting your customers to ask for oral health advice in your clinic.
- Protocolise your working methods: if there are no protocols, there will be no clear and unanimous criterion in your clinic.

– Raise awareness among your customers: your entire team must convince your customers of the importance of good dental hygiene.

It is expensive for the customer to invest in products that are not suitable for their pet, and only in the veterinary clinic can they get professional advice on what will and will not be effective.

With X~mile you're
not only their vet,
you're also their
dentist

Xmile Plus® tooth gel

Indications:

Dental hygiene of dogs and cats. Regular use prevents bad breath and the formation of plaque and tartar.

Suitable for:

Dogs and cats.

Instructions:

Xmile® Plus tooth gel is best applied with a brush, but it can also be applied directly without brushing. It should be used at least 2-3 times per week, although the best results are obtained with daily use.

Application with brushing:

Apply a pea-sized amount directly to the surface of the teeth and gums with the help of the finger brush.

Application without brushing:

If brushing is not possible, Xmile® Plus enzyme tooth gel can be applied directly to the teeth with the help of the nozzle. The product is oil-based to ensure that the active ingredients remain in contact with the surface of the teeth and gums. This, together with salivation and the action of the tongue, helps spread the product around the mouth. In cats, if the product cannot be administered directly in the mouth, place a small amount around the cat's mouth so that the pet spontaneously licks it.

Special warnings and precautions:

Keep out of the sight and reach of children. Always follow your veterinarian's instructions. Avoid contact with eyes.

For use in animals

Registration number: 10034-H



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¹ **Banfield Hospitals**, State of Pet Health® 2016 Report, 2016

² **Preventive veterinarian Medicine**, 2011, *Association between chronic azotemic kidney disease and the severity of periodontal disease in dogs*

³ **Veterinarian Intern Medicine**, 2013, *Chronic Kidney Disease in Dogs in UK Veterinary Practices*

⁴ **Southern California Veterinary Dental Specialties**, *Periodontal-Disease*

⁵ **Clinical microbiology reviews**, *Systemic diseases caused by oral infection*

⁶ **Brazilian Journal of Microbiology**, 2007 *Detection of putative periodontal pathogens in subgingival specimens of dogs*

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