

X̃mile® Plus active dental sticks

The oral health of pets
in the hands of the veterinarian



Oral hygiene and pet owners

Despite the high incidence of oral disease, pet owners are not aware of the need to regularly care for the oral hygiene of their pet.

We would never expect a person to go without brushing their teeth for years; however, some pets have never received dental care.

For pet owners, the veterinarian is their pet's doctor, but not its dentist, and dental care often consists of no more than rewarding their pets with "dental treats" with no particular criteria, and with unsatisfactory results.



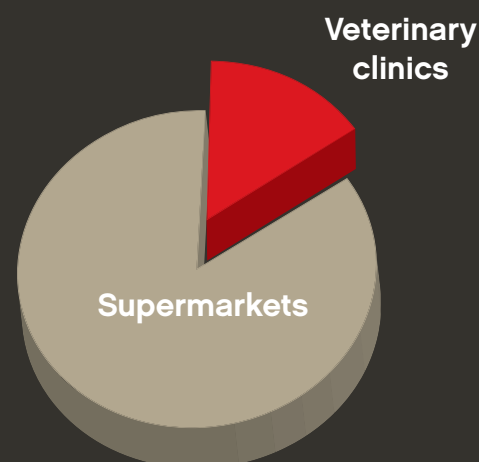
4 out of 5 dogs
have dental problems

Oral hygiene and veterinarians

The dental treats market is huge, although only a few of these products are sold in veterinary clinics.

Proof of the importance of this sector are the proliferation of television advertising campaigns, and dental chews take up entire supermarkets aisles, are sold in specialised stores, and can be purchased online, in Asian corner stores, and even in petrol stations.

To give added value to the dental chews sold in their clinics, veterinarians must choose effective, exclusive products and include them in their treatment protocols



In their clinics, veterinarians do not sell the same brand of dry food sold in supermarkets. However, their clinics are full of oral hygiene product brands that are sold in department stores, Asian supermarkets and even gas stations

Urano and oral hygiene

We share your conviction that preventive treatment is the future of medicine, and we have prioritised the development of products that can aid veterinarians in this area.

We know it is not easy to change the ingrained habits and preferences of both pet owners and veterinarians. But we also know that there is always a starting point, and that good education will be the key to our success in the mid- to long-term.

Following the launch of X^{mile}® Plus toothpaste for regular hygiene, and X^{mile}® Depot for periodontal disease, we now present X^{mile}® Plus active dental sticks, an alternative to the mass-marketed products sold mostly in supermarkets.

The veterinary sector is changing, and it is time to change the traditional working methods that have proven ineffective, given the scant participation of veterinarians in the oral health market.



Photo of an aisle of oral hygiene products in a supermarket



Photo of an aisle of oral hygiene products in a specialised store

ORAL HYGIENE
a chance for veterinarians to offer their clients better service
and generate more income for the clinic

Our product: X̃mile® Plus active dental sticks



1- Composition and characteristics of a product for veterinary use

X̃mile® Plus active dental sticks is an effective, safe and easily administered product that will ensure that your clients are fully satisfied with your dental solutions

• Active antiplaque substances

Immunoglobulin-rich egg yolk extract	Turmeric	Zinc sulphate
X̃mile® Plus active dental sticks contain egg yolk IgY against Porphyromonas, the bacterium mainly responsible for plaque and bad breath	Turmeric has proven antioxidant, anti-inflammatory and antimicrobial effects that aid in the prevention of periodontal disease and the control of biofilm	Calcium chelating agent that acts on the saliva and inhibits the formation of dental plaque

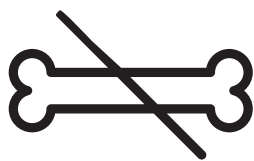
• Optimal hardness

Because of their hardness, active chews must be masticated for several minutes, and this stimulates salivation and the natural enzymatic and bacteriostatic action of the saliva.

• Hexagonal bar with rounded edges

The hardness and shape of the bars helps remove the detritus adhered to the surface of the teeth and prevents the accumulation of plaque, while the rounded edges prevent damage to the gingival mucosa.

- Tasty core that encourages voluntary ingestion and facilitates compliance with the dental prophylaxis programme recommended by the veterinarian



No animal and/or vegetable by-products



100% cold-pressed natural product



Low in calories*

2 - Special presentation for veterinary clinics

Unlike the range of dental products found in supermarkets, the image and packaging of X~mile® Plus active dental sticks are appropriate for veterinary products.



Individual, vacuum sealed package that preserves the antiplaque active substances in optimal conditions

3 different sizes for different races of dogs:

Size S: < 10 kg
Size M: 10-25 kg
Size L: >25 kg

Monthly pack with 15 active chews, suitable for a month of treatment

*Each stick contains:

Size S	37 kcal/stick
Size M	44,4 kcal/stick
Size L	92,5 kcal/stick

3 - An aid for veterinarians

We believe that pet dental hygiene is a fundamental part of preventive medicine, as important as vaccination and deworming. This is why we are committed to developing products and tools that help you gain the trust and loyalty of your clients and - why not - also generate extra income.

- Samples for veterinarians

All clinics give their patients snack-type treats at the end of their visit to the veterinarian.

By giving X̃mile® Plus active dental sticks as a treat, staff will help raise awareness among clients of the need to use products that aid in their pet's regular hygiene.

X̃mile® Plus active dental sticks are individually packaged to guarantee hygiene and differentiate the product from others sold in supermarkets: in short, a veterinary dental snack.

For every 12 boxes of X̃mile® Plus active dental sticks purchased from your usual distributor, remember to always ask for a display box with 30 samples (16% of product purchased in the form of samples).



- Commercial policy for products sold exclusively via our App

We know that products usually sold by veterinarians in their clinics can also be purchased online at lower prices. Distribution channels take advantage of specific offers to permanently transfer prices to the Internet, thus damaging the image of veterinarians.

With X̃mile® Plus, offers will be channelled exclusively through our Loyalty App, exclusively for veterinarians. In this way, we guarantee that veterinarians will always have access to the best deals and will never have to compete with far lower Internet prices for the same product.

- Urano support

We accept expired product and customer returns (including opened and half-consumed products).

Call 900 809 965 toll-free and we will replace any expired or returned products. This will allow you to deal with customer complaints at no cost to your clinic.

- Help with launching personalised campaigns

We have materials that can be used for launching dental campaigns, some of which can be customised for your clinic.

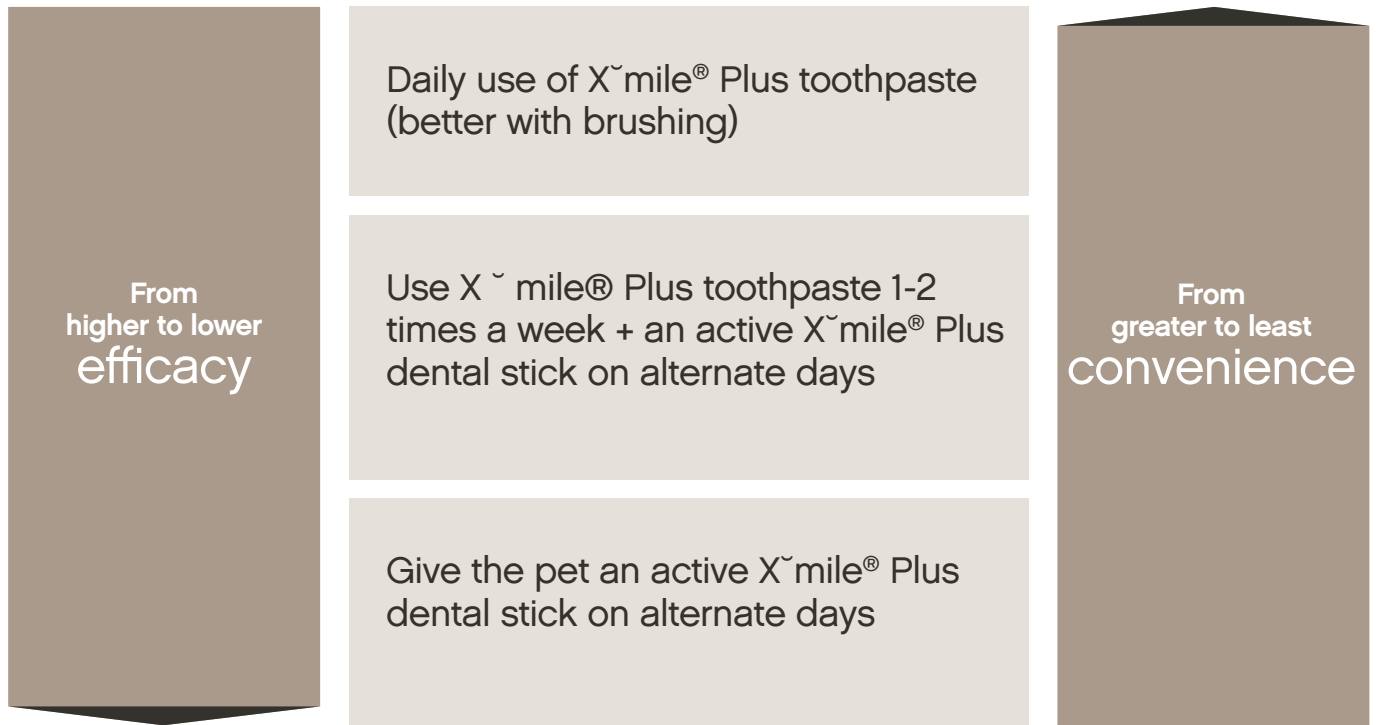
Ask your local agent for more information.



Better conditions
and promotions
when scanning the
QR codes in
our App

Our protocols and recommendations

We believe that pet dental hygiene is a fundamental part of preventive medicine.
Veterinarians should aim to educate and raise awareness among their clients using programmes specific to each situation and characteristics



X~mile® Plus active dental sticks: part of the X~mile® family

The brand X~mile® is now one of the leading brands in pet oral hygiene.
Our products are developed specially for veterinarians, and comply with all professional efficacy and safety requirements

Hygiene and routine dental prophylaxis:

X~mile® Plus gel

X~mile® Plus active dental sticks

X̃mile® Plus active dental sticks

Composition (by bar): Fresh meat (pork liver 30%, pork knuckle 27.82%), rice 20%, fresh fish 15%, vegetable glycerine 3%, turmeric root 2%, hydrolysed soy protein 1%, egg products (rich in IgY) 1%.

Additives: Nutritional: Trace elements: Zinc (zinc sulphate monohydrate) 0.1%. Organoleptic: Colourants 0.08%.

Analytical constituents: Carbohydrates 42.6%, Oils and crude fats 9.35%, Crude protein 28.3%, Crude fibre <5%.

Energy: 370 kcal/100 g.

Indications: X̃mile® Plus active dental sticks are indicated as a supplement for oral hygiene in dogs.

Contraindications: Do not give to dogs under 4 months old without permanent dentition.

Target species: Dogs.

Mode of administration: Only use X̃mile® Plus active dental sticks in dogs with strong, healthy teeth. Use appropriate size bars for each dog to avoid choking.

Posology: Administer on alternate days, preferably after the last meal of the day.

Recommendations: Combine X̃mile® Plus active dental sticks with teeth brushing using a toothpaste developed specifically for dogs, such as X̃mile® Plus toothpaste. Always follow the instructions of your veterinarian. The use of X̃mile® Plus active dental sticks does not replace teeth cleaning performed by your veterinarian. Keep out of reach and sight of children.

Presentation: Box with 15 individually packaged sticks. Storage conditions: Preferably between 5 and 30 °C, in a cool and dry place. Do not expose to direct sunlight. Once the individual package is opened, consume within 48 hours.

Bibliographic references:

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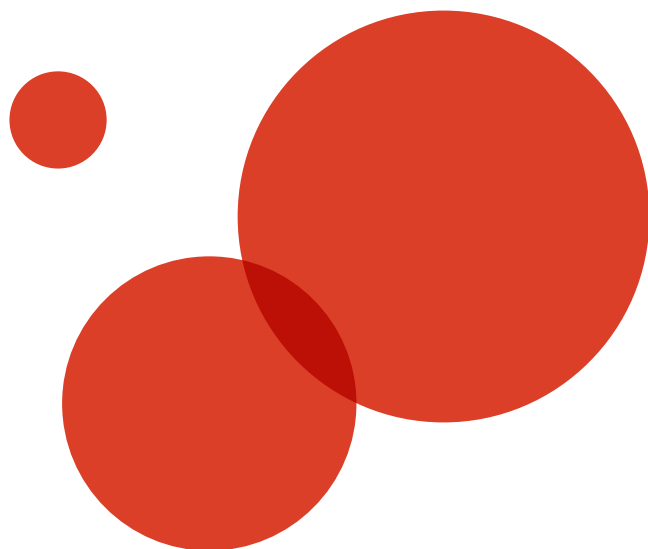
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