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TEXT MESSAGE [UNDER 160 CHARACTERS]

"Don't miss out on our Feb dental special! Book your pet's check-up now & keep their smile healthy. Good dental health = happy pet. Call or book online today!"

EMAIL TEMPLATE

Suggested subject line: How often do you brush [pet's name]'s teeth?

Hi [Name],

Did you know that most pets over the age of 3 show signs of dental disease?

Not only is it painful for your pet, but infections can spread and cause further damage. The good news is, brushing your pet's teeth keeps them happy and healthy.

Here are three steps you can take to brush your pet's teeth:

- 1) Get them habituated to being touched.** It is easier if you start when they are young - but it's never too late! Do not restrain your pet at any point during this process. Start by touching your fingers somewhere they're comfortable with, such as their head or neck. Slowly and carefully, over multiple days, increase the amount of time you're touching them for. Only then should you start moving towards their mouth. Reward them for doing well, and if they show discomfort or try to run away, always stop for the day.
- 2) Get them used to the toothbrush and toothpaste.** For cats, leave the toothbrush and toothpaste somewhere they can go and smell it for themselves - this makes it seem much less scary. You can even let them taste a bit of toothpaste to get used to it. Then, for both cats and dogs, repeat what

you did to get them used to being touched - this time, with a toothbrush. Start somewhere they're comfortable, and move towards their mouths very slowly.

- 3) Brush their teeth.** Once they are comfortable having their teeth touched, start gently brushing them in circular motions. They might only let you brush a few teeth the first time - that is normal. Increase the brushing bit by bit, until you can brush all their teeth in one sitting. Only start adding pet-safe toothpaste once they are comfortable with the brush. You don't need to rinse your pet's mouth after brushing. Don't forget to reward them for being so well-behaved!

DO NOT USE HUMAN TOOTHPASTE. It can be toxic to animals, and they won't like the taste.

We recommend purchasing your dental supplies from the clinic, or via this website:

<https://pdsapetstore.org.uk/collections/dental-care>

Concerned about your pet's dental health?

Don't wait any longer, book your pet's dental check-up appointment now to ensure their continued oral health and comfort. Preventative care is crucial for your furry friend's well-being!

Book your dental check-up during the month of February and receive **[discount offer]**!

[Book now]

From your friends at **[Vet clinic name]**

[Book an appointment online]

Call in an emergency: **+44 1234 123 123**

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