

3 simple steps to start brushing

Dogs can't brush their own teeth, so it's up to us to make sure their pearly whites stay clean and healthy. It's not just for aesthetics—bad dental hygiene can lead to periodontal disease and other issues.



what you'll need:



dog-friendly toothpaste

Never use people paste, since it can be harmful when ingested. Use toothpaste made for pups in a flavor like chicken!



toothbrushes for dogs

Dog toothbrushes are smaller and softer than human toothbrushes. There are also options available to wear on your finger!

how to brush:

- 1 Get your dog used to the idea by gently massaging the lips and gradually moving to the gums and teeth.
- 2 Put a dab of dog-friendly toothpaste on your finger to get your dog used to the taste and feel of it.
- 3 Hold the brush at 45° angle and clean in small circular motions working in one part of the mouth at a time.

why brush?

By 3 years old, most dogs have some evidence of periodontal disease, according to the American Veterinary Dental College.



periodontal disease

have
a cat?



Warm your cat up to the idea of brushing by dipping your finger in tuna water. Let your cat lick it off and gradually begin massaging the gums.

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