



Products included in the VOHC Accepted Product List have been tested under VOHC protocol requirements to prove that they meet or exceed the Veterinary Oral Health Council's effectiveness standards for retarding accumulation of dental plaque and/or tartar (calculus).

When used according to the directions on the product package, the product will be a useful home oral hygiene aid to help keep your pet's mouth and teeth healthy.

If you are looking at an electronic version of this file, you can click the blue underlined links to obtain more information about particular products from the manufacturers' web sites.

For information on the VOHC standards and testing protocol requirements, check the [Protocols](#) page in the VOHC web site at [www.VOHC.org](http://www.VOHC.org).

#### Product List Updated February 18, 2014

Name of Product as Marketed	Type of Product	Claim	Company	Species	Market**	Year Seal Awarded
<a href="#">Prescription Diet® Canine t/d®: Original Bites</a>	Diet	Plaque & Tartar	Hill's Pet Nutrition Inc.	Dog	Veterinarian	1998
<a href="#">Prescription Diet® Canine t/d®: Small Bites</a>	Diet	Plaque & Tartar	Hill's Pet Nutrition Inc.	Dog	Veterinarian	1998
<a href="#">Prescription Diet® Feline t/d®</a>	Diet	Plaque & Tartar	Hill's Pet Nutrition Inc.	Cat	Veterinarian	2001
Friskies® Cheweez® Beefhide Treats	Rawhide Chew Treat	Tartar	Friskies Petcare Co.	Dog	Consumer	2001
<a href="#">Science Diet® Oral Care for Dogs ##</a>	Diet	Plaque & Tartar	Hill's Pet Nutrition Inc.	Dog	Consumer	2001
<a href="#">Science Diet® Oral Care for Cats</a>	Diet	Plaque & Tartar	Hill's Pet Nutrition Inc.	Cat	Consumer	2001
Iams® Chunk Dental Defense Diet for Dogs	Diet	Tartar	Iams Company	Dog	Consumer	2003
Eukanuba® Adult Maintenance Diet for Dogs	Diet	Tartar	Iams Company	Dog	Consumer	2003
<a href="#">Purina Veterinary Diets® DH Dental Health® brand Feline Formula</a>	Diet	Plaque & Tartar	Nestle Purina PetCare	Cat	Veterinarian	2006
<a href="#">Purina Veterinary Diets® DH Dental Health® brand Canine Formula</a>	Diet	Tartar	Nestle Purina PetCare	Dog	Veterinarian	2006
<a href="#">Purina Veterinary Diets® DH Dental Health® brand Small Bites Canine Formula</a>	Diet	Tartar	Nestle Purina PetCare	Dog	Veterinarian	2006

<a href="#">Purina Veterinary Diets® Dental Chewz™ brand Dog Treats</a>	Rawhide Chew Treat	Tartar	Nestle Purina PetCare	Dog	Veterinarian	2006
Canine Greenies ® - all sizes	Edible Treat	Plaque & Tartar	The Nutro/Greenies Company	Dog	Consumer & Veterinarian	2007
<a href="#">Tartar Shield Soft Rawhide Chews for Dogs</a>	<a href="#">Edible Treat</a>	Tartar	Therametric Technologies, Inc.	Dog	Veterinarian	2007
Canine Greenies ® Weight Management, all sizes	Edible Treat	Plaque & Tartar	The Nutro/Greenies Company	Dog	Consumer & Veterinarian	2008
Canine Greenies ® Senior, all sizes	Edible Treat	Plaque & Tartar	The Nutro/Greenies Company	Dog	Consumer & Veterinarian	2008
<a href="#">HealthiDent®, Bright Bites</a> and <a href="#">Checkups</a> Chews for Dogs - all sizes	Edible Treat	Plaque & Tartar	Sugar Creek Pet Products, Diamond Foods, Inc.	Dog	Consumer	2008
Dog::ESSENTIAL™ healthymouth™ anti-plaque water additive	Water additive	Plaque	HealthyMouth LLC.	Dog	Consumer & Veterinarian	2008
Dog::ESSENTIAL™ healthymouth™ anti-plaque gel	Oral gel	Plaque	HealthyMouth LLC.	Dog	Consumer & Veterinarian	2011
Cat::ESSENTIAL™ healthymouth™ anti-plaque water additive	Water additive	Plaque	HealthyMouth LLC.	Cat	Consumer & Veterinarian	2011
Cat::ESSENTIAL™ healthymouth™ anti-plaque gel	Oral gel	Plaque	HealthyMouth LLC.	Cat	Consumer & Veterinarian	2011
Greenies® Veterinary Formula Canine Dental Chews	Edible Treat	Plaque & Tartar	The Nutro/Greenies Company	Dog	Veterinarian	2011
Dog::ESSENTIAL™ healthymouth™ anti-plaque oral spray	Oral spray	Plaque	HealthyMouth LLC.	Dog	Consumer & Veterinarian	2011
Cat::ESSENTIAL™ healthymouth™ anti-plaque spray	Oral spray	Plaque	HealthyMouth LLC.	Cat	Consumer & Veterinarian	2011
Petsmile by Supersmile toothpaste	<a href="#">Toothpaste</a>	Plaque	Robell Research Inc, dba Supersmile	Dog	Consumer & Veterinarian	To be launched in 2013
SANOS Dental Sealant	Dental Sealant	Plaque & Tartar	AllAccem, Inc.	Dog	Veterinarian	2011

Dog::ESSENTIAL™ healthymouth™ anti-plaque water additive - Mobility Formulation	Water additive	Plaque	HealthyMouth LLC.	Dog	Consumer & Veterinarian	2011
Feline Greenies® Feline Dental Treats	Edible Treat	Tartar	The Nutro/Greenies Company	Cat	Consumer & Veterinarian	2012
Royal Canin Feline Dental Diet	Diet	Plaque	Royal Canin	Cat	Veterinarian	2012
ADA-compliant soft-bristle, flat head toothbrush	<a href="#">Toothbrush</a>	Plaque & Tartar	Various - look for the ADA Seal	Dog	Consumer	2012
Virbac CET ® VeggieDent ® Chews for Dogs, all sizes	Edible Treat	Tartar	Virbac Animal Health	Dog	Veterinarian	2013
Canine Greenies® Hip and Joint Care Chews, all sizes	Edible Treat	Plaque & Tartar	The Nutro/Greenies Company	Dog	Consumer	2014
Milk-Bone Brushing Chews for Dogs	Edible Treat	Tartar	Big Heart Pet Brands	Dog	Consumer	2014

**\*\* Market:**

**Veterinarian** = Product available only through veterinary hospitals.

**Consumer** = Product marketed directly to consumers

**##** Science Diet Oral Care for Dogs has met the VOHC testing standard and been awarded the VOHC Seal in the Plaque and Tartar categories. The product packaging in early 2014 does not carry the Seal because of a delay on VOHC's part in completing review of a change in the product formulation that does not affect the dental efficacy of the product.

---

**Brief Product Descriptions Provided by the Product Sponsors**

**Tartar Shield Soft Rawhide Chews**

Made in Indiana from extruded American beef hide, the Chews are available in Small Dog (< 35 lbs), Large Dog (35-70 lbs) and Extra Large Dog (> 70 lbs) sizes. The fibrous nature of the extruded Chews helps remove dental plaque and oral debris while a clinically-proven additive (sodium tripolyphosphate) significantly reduces the reformation of dental calculus. Recommended feeding is one Chew per day for Small and Large Dogs and one Chew every other day for Extra Large Dogs. There are no known limitations on the use of the product. Additional information about the product, package sizes and copies or references of clinical trials are available at [www.tartarshield.com](http://www.tartarshield.com).

---

## **Petsmile® Professional Pet Toothpaste, beef flavor, formulated with Calprox®**

Similar to humans, undisturbed plaque can lead to bleeding gums and the formation of tartar on your pet's teeth, which can be detrimental to their overall health. Petsmile® removes and prevents plaque build-up for healthier teeth and gums for your pet. Our formula, with proprietary Calprox®, quickly dissolves in your pet's mouth, ridding teeth of stains and bacteria. Calprox® works by gently eliminating the thin layer of protein that forms on the tooth's surface to which plaque, bacteria and stains adhere. Using Petsmile® daily reduces plaque for a cleaner, healthier mouth and fresher breath. Suitable for dogs of any age and size.

---

### **Toothbrush**

A tooth brush compliant with the American Dental Association standard ISO 20126:2005 was used in dogs in a trial conducted according to VOHC protocols. A child-sized brush with soft bristles and a flat profile head was used. The ADA standard ensures that the bristles have rounded tips to avoid damaging the gums. Brushes that meet this standard are marketed by several manufacturers. Details on the recommended brushing technique, as used in the VOHC trials, are available by clicking [VOHC Brushing Protocol](#).