We believe that better dental care is essential to your patient’s overall health and wellness. It's why we’re on a mission to clean every tooth.

C.E.T.® Also Stands for...

C.ustomizable care
Our broad range of dental solutions allow you to build plans tailored to patient needs

E.asy to recommend
Proven, professional-grade products with the clinical data to back them up

T.rusted for 30+ years
We are a worldwide leader in dental solutions

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Healthier Smiles. Healthier Pets.
The Case for Better Dental Care

Dental disease is up 23% over the past 10 years for both dogs and cats.1

It’s the most common disease for pets, affecting 76% of dogs and 68% of cats.1

Left undiagnosed and untreated, dental disease has serious local and systemic consequences and can result in worsening pain and shorter life expectancy.2

Daily at-home dental care works in tandem with annual professional cleanings to support better overall health for pets. Clients are looking for easy ways to keep their pets healthy. The C.E.T. Dental Portfolio gives you so many options for customizing their dental care plans.

C.E.T.® Dental Chews
Multifunctional chews freshen breath and more

**C.E.T.® VEGGIEDENT® FR3SH®** Tartar Control Chews for Dogs for digestive health

**C.E.T.® VEGGIEDENT® Flex** Tartar Control Chews for Dogs for joint health

**C.E.T.® VEGGIEDENT® Zen** Tartar Control Chews for Dogs for mental well-being

Unique abrasive cleaning action helps keep teeth clean and breath fresh

**C.E.T.® HEXtra®**
Premium Oral Hygiene Chews for Dogs

**C.E.T.® Enzymatic**
Oral Hygiene Chews for Dogs

References:

First, always ask if a Virbac representative has been in contact recently:

**CHECK-OFF & ECHO NOTES**

**CONFIDENCE**
I believe The C.E.T.® Dental Portfolio will provide you with the products that you need to customize your patient's dental plan.

**INVITATION (neutral)**
Let’s take a look at some basic information about why the C.E.T.® Dental Portfolio is so well respected.

**CUSTOMER’S DECISION**
…so you can decide whether The C.E.T.® Dental Portfolio is a solution you’ll consider for your patients dental needs.