

Skout's Honor Oral Care

Innovation in 2024

What Pet Parents Want:



Let's get real, who actually brushes their pets' teeth?

Today's pet parents understand that establishing good oral hygiene for their pet isn't any different than it is for themselves. However, while brushing is the 'gold standard' according to veterinarians, studies show that most pet parents actually don't brush their pet's teeth (75%+).

What Really Matters:

- ***Convenient, safe and easy*** solutions for establishing a daily oral health routine
- ***A fast and reliable solution*** to quickly treat their pets' bad breath
- ***Proven technology*** that works to break down and eliminate tartar, so they can avoid invasive and expensive procedures at the Vet
- ***Safe and effective*** ingredients
- ***MOST IMPORANTLY: A better quality of life*** together with their pet (more kisses and cuddles)!

Proven & Patented Technology



- ***More effectively*** fights plaque and biofilms
- ***Proven to break up tartar*** (the leading cause of periodontal disease in pets) – VOHC approved
- Zinc ingredient proven to ***freshen breath faster*** than other options **(7 days or less!)**
- No harsh chemicals, surfactants or antimicrobials
- Supported by 12 years of scientific and clinical data for efficacy and safety

How it works

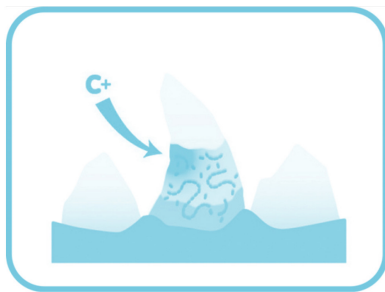


Like a magnet!

Our technology acts as a powerful magnet sequestering calcium and making it unavailable to plaque on the surface of the teeth, as well as removing it from existing tartar buildup.

Fact: Without calcium, plaque is unable to calcify into harder tartar, and the existing tartar becomes weaker and frail.

Hard, calcified tartar continues to soften with the daily usage of **Skout's Honor's Oral Care products** and will flake or break off with any additional mechanical intervention (i.e. Dental Wipes, toys, bones, dry kibble, chews, etc.).



Why Skout's Honor?



Simply Better Oral Care for Pets:

- **The only VOHC-approved** technology for fighting tartar with a liquid product
- Freshen breath, prevent and breakdown plaque and tartar in any of its applications (water additives, gel, wipes, drops, etc.)
- ***Water additive was tested and clinically-proven*** to reduce tartar by 25.4% (4X higher performance than current category leader)
- ***Freshens breath faster*** than any other technology (7 days or less vs. weeks)
- Carbohydrate-free (oral bacteria loves carbohydrates, especially the ones that cause dental disease)
- No Chlorine Dioxide, CPC or CHG (free of antibacterial antiseptics that are potentially dangerous)
- Alcohol-free, Paraben-free, Sweetener-free
- GRAS ingredients
- Brushless Oral Care - for both dogs & cats, all breeds and sizes

Water Additives



Easy to use and clinically-proven to freshen breath in **7 days or less** and reduce tartar buildup by 25.4% - without brushing.

Simply add to water bowl daily – two capfuls (or two big squirts). You can't overdo it!

- Safe for daily use in all breeds and sizes
- Does not cause a slimy residue in pet's water bowl
- Can be used in water fountains

Peanut Butter and Bacon

- A delicious and drool-worthy flavor combo for dogs
- Their daily oral hygiene routine turns into a special treat!
- Peanut allergen-free

Fresh & Flavorless

- Odorless and flavor-free, for pets with a sensitive palette.
- Recommended for both dogs and cats.

Oral Gel



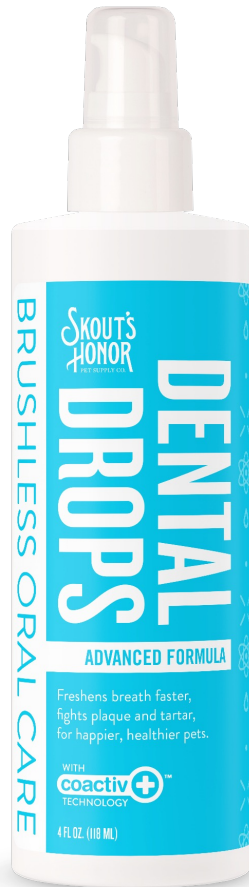
An **effective alternative** to brushing with toothpaste.

- Freshens breath in 7 days or less!
- Fights plaque and tartar while supporting good oral hygiene.
- Safe for daily use in all breeds and sizes
- Easy to apply tip, for quickly coating teeth and gums

Peanut Butter and Bacon

- A delicious and drool-worthy flavor combo for dogs
- Their daily oral hygiene routine turns into a special treat!
- Peanut allergen-free

Advanced Dental Drops



Designed for targeting specific 'problem' areas in conjunction with a daily oral care routine.

Advanced Dental Drops

- Freshens breath fast, fights plaque and tartar
- Easy to apply, spray-free pump
- Rub into teeth and gums, focusing on stains and areas with tartar buildup
- Odorless and flavorless
- For both dogs and cats