

phil winter's



marketing communications
Visual Communication Material Design

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CUSTOMIZED DENTAL REPORT CARD ORDER FORM

Dental Report Card (Customized For Your Practice)

You can edit any elements to meet your unique practice requirements.

ROSEMONT PET HOSPITAL
2550 Foothill Blvd., Suite A
La Crescenta, CA 91214-3552
Ph. (818) 957-2451
www.rosemontpet.com

Dental Report Card

Date: _____ Doctor: _____
Patient: _____

Pets Have Teeth Tool

When was the last time you looked in your pet's mouth? Pets often go for months and even years with painful gingivitis, fractured teeth or severe tooth root abscesses without noticeable clinical signs to the owner. Proper dental care can potentially add years of life and happiness to your pet.

NICE JOB!
No sign of plaque or tartar. Brushing your pet's teeth regularly is ideal.

STAGE 1 - Mild gingivitis: (reversible stage)
The margin of attached gum is inflamed and swollen. Plaque can be seen on the teeth.

STAGE 2 - Moderate gingivitis: (reversible stage)
The entire gum is inflamed and swollen. The mouth is painful and odor is noticeable. Infection may start to destroy gum and bone tissue.

STAGE 3 - Severe gingivitis: (potentially reversible stage)
The gums are cherry red and bleeding - they are damaged by infection and calculus. A sore mouth, loosening of teeth and bad breath are evident.

STAGE 4 - Periodontal disease: (irreversible stage)
Chronic infection is destroying the gum, tooth and bone. Bacteria are spreading through the body via the bloodstream and may damage the kidneys, liver and heart.

Resorptive Lesion Present:
There is a cavity like lesion in at least one tooth. This "tooth" will get larger and larger until the tooth breaks, causing more and more pain. This disease process cannot be medically stopped. Extraction of the tooth needs to be scheduled to stop your pet's pain.

Home dental care is needed to maintain these healthy teeth and gums. There are products available to help make home dental care easier and hassle free.

Home dental care is needed. If there is no improvement, dental cleaning is needed to remove current plaque buildup.

Dental cleaning to remove calculus is needed within the next month. A calculus control diet and home dental care are needed afterward for prevention.

Dental cleaning to remove calculus is needed immediately. A calculus control diet and home dental care are needed afterward to prevent recurrence.

Dental cleaning to remove calculus is needed immediately. Some teeth may be loose and need extraction. A calculus control diet and home dental care are needed for future prevention.

Why does my pet have bad breath?
After your pet has eaten a meal, plaque begins to accumulate on the teeth within four hours. This plaque is a material consisting of bacteria, saliva and food particles. The bacteria begins excreting toxins and enzymes that break down the gum tissue. As a result of this bacterial infection, the gumline becomes inflamed and you will notice a very foul-smelling odor from your pet's mouth.

Bad breath is not normal - it's a sign of disease!
Over time, if plaque is allowed to remain on your pet's teeth, it mineralizes into brown tartar that you can see. This tartar contributes to abscessed teeth, which must be extracted. Other serious medical problems may develop from the build-up of bacteria, which can be carried throughout your pet's system. Plaque and tartar accumulation can also lead to periodontal disease.

Why is dental care so important to you and your pet?
Dental disease is the most common illness encountered in veterinary medicine today and affects 1 out of 10 pets. Unfortunately, it is also the most untreated disease.

Pets often go for years with painful gingivitis, fractured teeth or severe tooth root abscesses without noticeable clinical signs to the owner. Dental disease puts tremendous demands on your pet's organs, weakening the liver, kidneys and heart. This additional stress can lower your pet's quality of life and shorten life expectancy.

How Rosemont Pet Hospital cleans your pet's teeth

- Pre-anesthetic bloodwork: This is a blood test that detects major organ and metabolic abnormalities that may complicate the anesthetic procedure.
- Anesthetic Monitoring: This includes monitoring of the heart, respiration and blood pressure.
- Intravenous Catheter and/or Fluid Therapy: Allows access for injectable drugs. Fluid therapy helps to maintain blood pressure during the procedure and avoid dehydration post-operatively.
- Antibiotics: Inhibit oral anaerobes providing a safe and comfortable dental cleaning.
- Dental Scaling: The process that removes the calculus and plaque from the tooth surface and below the gum line.
- Dental Polishing: Necessary for finishing the scaling and cleaning process. Provides a smooth tooth surface after scaling and helps the destruction of plaque-causing bacteria.
- Pain Management: Based on the needs of your pet and the procedure done.
- Extraction: The health of each tooth is carefully evaluated. Severely diseased teeth with advanced periodontal disease should be extracted.
- Antibiotics: If there is significant periodontal disease, antibiotics will be administered.
- Digital Dental X-rays: the best means of imaging your pet's teeth at the time of a dental procedure. Many of your pet's dental problems involve the roots and other tissues which are not visible on a regular oral exam.

BEFORE AFTER



A Select Quantity, Size & Canine or Feline Front

Size 8.5" x 11" - 100 lb text paper stock (\$89 setup fee)

- Canine Front 500 - \$229
- Canine Front 1000 - \$295
- Canine Front 2000 - \$349
- Feline Front 500 - \$229
- Feline Front 1000 - \$295
- Feline Front 2000 - \$349

Size 5.5" x 8.5" - 10pt card stock (\$89 setup fee)

- Canine Front 1000 - \$258
- Canine Front 2000 - \$329
- Feline Front 1000 - \$258
- Feline Front 2000 - \$329

B OPTIONAL BACKSIDE PRINTING (choose only one)

- Add feline report card/pics to backside (\$69/1000)
- Add "How we clean your pet's teeth" (\$69/1000)
- Add "Home dental care program" (\$69/1000)
- _____ (\$69/1000)

C Include AAHA logo YES NO
 Include your practice logo YES NO

PLEASE EMAIL YOUR LOGO OR PHOTOS TO:
phil@philwinter.com

LAYOUT PROOF You will be sent a layout proof for your review. This Dental Report Card is customized for YOU - which means you can include your logo, change any elements, photos and text copy to meet your practice requirements

Practice Info - fax to 888-302-8832

Practice Name: _____

Veterinarian: _____

Circle Credit Card Type: VISA MASTERCARD AMX DISCV

C.C. #: _____

Exp. Date: _____ CVC# _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Contact Person: _____

Signature: _____

Backside - "How we clean your pet's teeth"