

## Canagan's Dental Dry Food, which includes Swedencare's ProDen PlaqueOff®, has been awarded the VOHC® Seal of Acceptance

**Two clinical studies\* on dogs performed by Jerzy Gawor, DVM, PhD, DipAVDC/EVDC and his team have shown that Canagan Dental dry food with ProDen PlaqueOff® significantly reduced the formation of plaque and tartar. Data from these studies were submitted for review by the Veterinary Oral Health Council (VOHC®), which awarded the Seal in the VOHC "Helps control plaque and tartar" categories. Canagan and Swedencare are proud to announce that Canagan Dental dry food with ProDen PlaqueOff® is now permitted to carry the VOHC® Accepted Seal.**

"This is the fourth ProDen PlaqueOff® product, and the first dry food which includes the ingredient, to get approval to use the seal! With a solid dossier of clinical studies, it further underlines the effectiveness of our product. It is of course also very good to be able to show the market that our active ingredient can be included in other compositions and still have the same effect on oral health. I am convinced that this recognition will also have a major effect on the sales of the Canagan Dental product line that has already been very successful." Says Håkan Lagerberg, CEO of Swedencare

"Canagan Dental has been incredibly well received in the UK and across the world. As with all of our award-winning recipes it is 100% grain-free, high in meat and contains a mixture of field fresh vegetables & botanicals. The inclusion of ProDen PlaqueOff® in our dental varieties and the subsequent clinical proof that feeding Canagan dental reduces tartar and plaque is a very proud moment for us and we are pleased to have been awarded the VOHC® Accepted Seal. This accolade further confirms to our customers around the world our commitment to pushing our standards ever higher." Says James Millbourne, Managing Director of Canagan Group

\* The studies were done on two groups of dogs, divided into two groups, one that received Canagan Dental which includes ProDen PlaqueOff® and one that received a placebo. Before entering the study, all dogs were found to be healthy on examination, and their teeth were cleaned to remove all tartar and plaque. The dogs were given the product for 30 days and after this, the presence of plaque and tartar was measured. In dogs receiving Canagan Dental with ProDen PlaqueOff®, there was significantly less plaque and tartar.

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**For more information, please contact:**

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### **About Canagan**

Canagan is an award-winning grain free food crafted to replicate the ancestral diet of dogs and cats. Canagan only use the finest ingredients, including; succulent cuts of meat or fish, sweet potato & vegetables and botanicals. All of the delicious recipes contain at least 60% nutritious animal ingredients with many featuring salmon oil, joint health and selected dental recipes carry the VOHC seal of approval for reducing tartare and plaque. Canagan are proud to support over 5,000 independent pet stores across 45 countries. For More information about Canagan products, please visit the website [www.canagan.co.uk](http://www.canagan.co.uk).

### **About Jerzy Gawor**

DVM PhD Jerzy Gawor  
Fellow, Academy of Veterinary Dentistry  
Diplomate, American Veterinary Dental College  
Diplomate, European Veterinary Dental College  
EBVS European Veterinary Specialist in Dentistry  
Past President of Federation of European Companion Animal Veterinary Associations  
President of the European Veterinary Dental College  
Board member of the Polish Small Animal Veterinary Association

### **About VOHC**

VOHC (The Veterinary Oral Health Council) exists to recognize products that meet pre-set standards of plaque and calculus (tartar) retardation in dogs and cats. Products are awarded the VOHC Seal of Acceptance following review of data from trials conducted according to VOHC protocols. The VOHC Seal is displayed on products that have been awarded the Seal. Regular use of products carrying the VOHC Seal will reduce the severity of periodontal disease in pets. For more information please visit the homepage: [www.VOHC.org](http://www.VOHC.org)

### **About Swedencare**

Swedencare develop, produce partly in own factory, market and sell premium products on the global and fast-growing market within animal healthcare for cats, dogs and horses. The Company has a wide range of strong brands and products within most therapy areas, which includes own vet-exclusive brands as well as ProDen PlaqueOff® as the largest for oral health to dogs and cats. Swedencare's headquarter is located in Malmö and the products are represented on approximately fifty markets in all parts of the world to veterinarians, pet shops and online through a distribution network including ten subsidiaries as well as an international distribution network. Swedencare's sales have increased significantly over the last few years with strong margins and profits.

### **Image Attachments**

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[Canagan](#)  
[VOHC](#)

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## **Attachments**

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