

## Swedencare's powder product, ProDen PlaqueOff® Cat, has been awarded the VOHC® Seal of Acceptance

Two clinical studies\* on cats performed by Jerzy Gawor, DVM, PhD, DipAVDC/EVDC and his team have shown that ProDen PlaqueOff® Cat significantly reduce 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. Swedencare is proud to announce that ProDen PlaqueOff® Cat is now permitted to carry the VOHC® Accepted Seal.

*"I am thrilled to announce that the important VOHC seal has been awarded to the third ProDen PlaqueOff® product. This will allow this product, as well as the other two already awarded, ProDen PlaqueOff® Dental Bites and ProDen PlaqueOff® Dog, to be carried by veterinary practices owned by commercial companies that have a policy of offering only VOHC-accepted oral hygiene products."* says Håkan Lagerberg, CEO of Swedencare

\* The studies were done on two groups of cats, divided into two groups, one that received ProDen PlaqueOff® Cat and one that received a placebo. Before entering the study, all cats were found to be healthy on examination, and their teeth were cleaned to remove all tartar and plaque. The cats were given the product for 30 days and after this, the presence of plaque and tartar was measured. In cats receiving ProDen PlaqueOff® Cat, there was significantly less plaque and tartar. In addition to plaque and tartar, gingival health was measured as gingival bleeding and there was a clear decrease noticed in the group which received ProDen PlaqueOff® Cat.

### **For more information, please contact:**

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Please visit the Company homepage [www.swedencare.se](http://www.swedencare.se)

### **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**

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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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[VOHC](#)

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## **Attachments**

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