

## Swedencare expands the ProDen PlaqueOff® portfolio with a unique format for cats' oral health

Swedencare launches ProDen PlaqueOff® Crème – a new creamy format that broadens the company's premium offering in oral health for cats. The launch represents a new step within the lickable treat segment, where functional dental care has traditionally been dominated by other formats. The product combines scientifically documented efficacy with high palatability – a crucial factor in the cat segment, where acceptance is often a requirement for daily use.

ProDen PlaqueOff® Crème is built on the same scientific foundation as other ProDen PlaqueOff® products and contains the 100% natural seaweed ingredient A.N ProDen®, which has been shown in clinical studies to help control and reduce plaque and tartar and improve bad breath.

Cats are the largest pet group in Europe, and the number of cat owners continues to grow. According to FEDIAF, there are approximately 108 million cats in European households, an increase of 2.6 million compared to the previous year. The long-term growth in cat ownership highlights a growing need for effective products that are easy to use in everyday life and appreciated by the pets themselves.

ProDen PlaqueOff® Crème is a completely new creamy format within the product family and complements existing products such as Powder, Bites and Soft Chews. In palatability tests, 9 out of 10 cats showed high acceptance of both taste and texture. Each single-serve pack corresponds to the recommended daily dose, ensuring simple and correct daily use. The product contains 25% chicken and is based on natural ingredients, free from artificial additives and grains.

According to global consumer statistics, lickable treats are the leading format within the cat treats and dietary supplements category<sup>1</sup>, further underlining the relevance of this launch. With ProDen PlaqueOff® Crème, Swedencare bridges the gap between functional, scientifically documented oral health and formats that meet cats' preferences – thereby setting a new standard within the premium segment. The launch is a natural step in the continued development of the ProDen PlaqueOff® range and strengthens the brand's position within oral health for cats.

ProDen PlaqueOff® has been a core product within Swedencare's portfolio since its inception. The focus has consistently been on scientifically documented and preventive solutions that make everyday life easier for pet owners, and with ProDen PlaqueOff® Crème, the range continues to combine effective products with high acceptance among cats.

The product is initially launched in Europe by Swedencare's subsidiaries, both in physical stores and online, making it accessible to more cat owners and further strengthening the brand's presence across the European market.

<sup>1</sup>Loop Thematic consumer survey: Pet owners' treat, dietary supplement and functional topping usage, Sept 2025

### For more information please contact:

Katarina Klein, International Product Manager  
Email: [katarina.klein@swedencare.se](mailto:katarina.klein@swedencare.se)

### About Swedencare

Swedencare develops, produces and sells premium products in the global and rapidly growing pet healthcare market, focusing on cats, dogs, and horses. The company has an extensive product portfolio with strong brands such as NaturVet®, Innovet, Pet MD®, Rx Vitamins®, nutravet®, Rileys® and ProDen PlaqueOff®, the original solution for good oral health. With headquarters in Malmö, the company's products are sold in approximately 70 countries through online channels, pet stores, veterinarians, and FDMC. Swedencare's extensive distribution network consists of subsidiaries in nine countries, along with an international network of retailers.

