

GREENIES™ Dental Chews Digestibility Confirmed

In the past decade, GREENIES™ Dental Chews have undergone a series of reformulations aimed at maximizing the chew's flexibility, solubility and digestibility. Studies have

proven today's original and veterinary formula dental chews to be both effective at reducing plaque and tartar buildup and safe for canine consumption.

SOLUBILITY

Soluble dental chews dissolve in liquid. GREENIES™ Dental Chews contain highly soluble ingredients that cause the treat to begin breaking down immediately upon contact with canine saliva and continue as they go through the chewing process and reach the digestive enzymes in the stomach.

GREENIES™ Dental Chews are soluble enough to break down in plain tap water. To test, submerge the treat in a glass of warm water. Remove it and feel the consistency several times over a 24-hour period. At the end of your test, the chew should have the consistency of a wet marshmallow.

GREENIES™
 TEENIE™
 Dental Chew



GREENIES™
 TEENIE™
 Dental Chew
 after 24-hours
 in water.

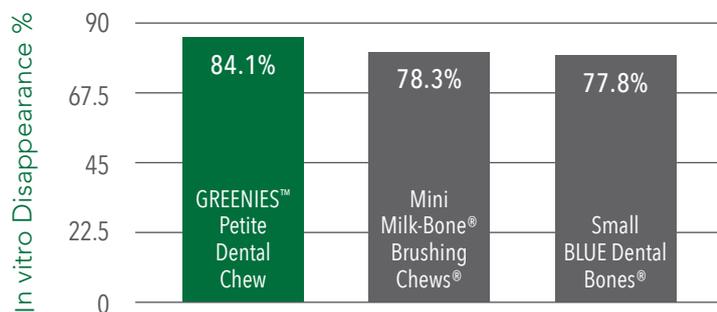
DIGESTIBILITY

Digestibility measures how much of a dental chew is absorbed into the dog's system. GREENIES™ Dental Chews contain highly soluble ingredients that break down in any pH.

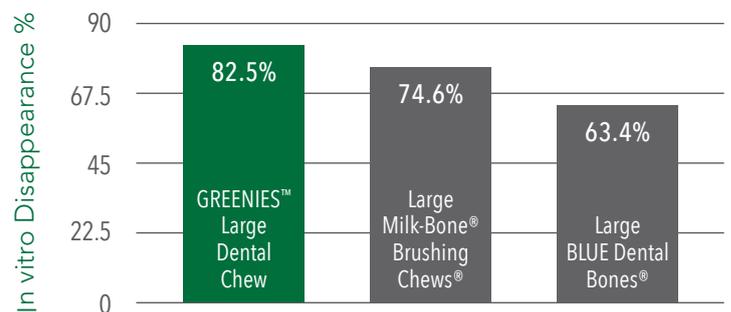
An in vitro disappearance method can be used as a model of digestibility. A recent in vitro

disappearance test showed that samples of GREENIES™ Dental Chews do indeed "digest" similar to how they would inside a dog's digestive tract. GREENIES™ Dental Chews are 80–84% digestible, similar to most premium dry dog foods, which are 82–89% digestible.

SMALL SIZE BONE¹



LARGE SIZE BONE¹



All GREENIES™ Dental Chew sizes are easy to digest and deliver maximum benefits.

In vitro disappearance test: The product is treated with hydrochloric acid and pepsin solutions to mimic stomach digestion. The solution is then brought to a neutral pH and treated with phosphate buffer and pancreatin to mimic intestinal digestion. The results can be used to predict the digestibility of the product.



FLEXIBILITY

The chewier the treat, the less chance there is for large chunks to break off and be swallowed whole. The flexible, chewy texture of GREENIES™ Dental Chews encourages teeth to sink in for maximum cleaning action and safe chewing. Carefully selected ingredients and fine-tuned ingredient ratios help maximize the chew's flexibility and elasticity.

FEEDING GUIDELINES

GREENIES™ Dental Chews were designed using in-depth biometric research that evaluated dog skulls to establish chewing patterns and maximum bite forces. Each treat size was designed to accommodate the bite force capabilities of the weakest dog in that weight class. Dogs should always be given the correct size, but the solubility of the product helps prevent digestive issues if guidelines are not followed or a dog swallows a large chunk.

GREENIES™ Dental Chews are not for puppies less than six months or dogs less than five pounds. Puppies do not have all of their adult teeth and tend to gulp, which can increase the choking and injury risk with any treat. Dogs less than five pounds cannot adequately bite into or chew the treat.

TEENIE™	5–15 lbs.
Petite	15–25 lbs.
Regular	25–50 lbs.
Large	50–100 lbs.
Jumbo*	100+ lbs.

*Not available in GREENIES™ Veterinary Formula



DENTAL EFFICACY

GREENIES™ Dental Chews were the first treat to receive the Veterinary Oral Health Council (VOHC) Seal of Acceptance for control of plaque and tartar buildup.

GREENIES™ Dental Chews efficacy scores are obtained using strict third-party VOHC testing procedures. VOHC requires that scores be reported as averages of the entire population of dogs tested. Some dental chews report only the top 15–20% of their study results, which can result in inflated plaque and tartar reduction scores.

¹Data on file, Mars Petcare US 2015

²Data on file, Mars Petcare US 2014

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59% IMPROVEMENT
IN GINGIVAL HEALTH

AVERAGE ORAL HEALTH
IMPROVEMENT
When Fed Once Per Day²

41% LESS ORAL
MALODOR

48% LESS
PLAQUE

54% LESS
CALCULUS