

# WHAT'S IN A PEDIGREE® DENTASTIX™

Pedigree® DentaStix™ are scientifically proven oral care chews that can help reduce the build up of tartar on your dog's teeth by up to 80%. Here's some information about the ingredients we use to make them so effective and tasty!

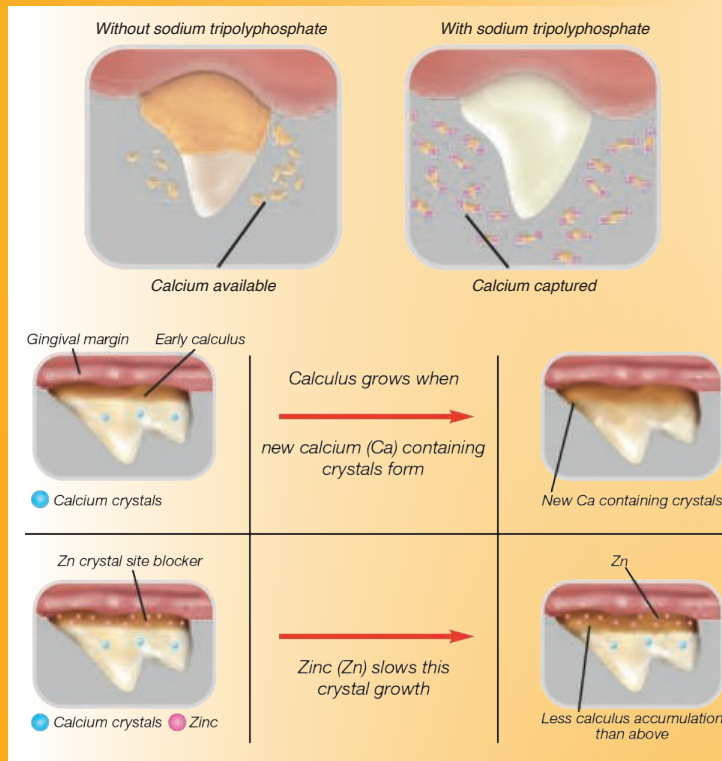
SCIENTIFICALLY PROVEN

RECOMMENDED BY VETS

## SODIUM TRIPOLYPHOSPHATE & ZINC SULPHATE

Sodium tripolyphosphate (STPP) and zinc sulphate are the two active ingredients in our scientifically proven recipe that, alongside the chew's special texture, reduce tartar build-up by up to 80%.

STPP and zinc sulphate help to capture the calcium available in the dogs mouth to slow down the build-up of tartar. These ingredients are completely safe for for human and animal consumption.



## CEREALS AND VEGETABLE DERIVATIVES

Cereals and derivatives of vegetable origin form the main part of the product and are used to ensure that the product has the right texture to be highly effective at reducing plaque and tartar build-up.

## MEAT AND ANIMAL DERIVATIVES

All of the meat and animal derivatives used in our products come from the human food chain. "Meat and animal derivatives" is a legal term which is used to describe all the fleshy and non-fleshy parts of an animal, including the liver, kidneys and heart. These parts of the animal contain high levels of essential nutrients and are the parts of the animal a dog would choose to eat first in the wild.

## TASTE

The great taste of Pedigree® DentaStix™ comes from a number of sources - natural flavours and ingredients like poultry liver which is both highly nutritious and delicious for dogs.

## POTASSIUM SORBATE

We use potassium sorbate, a preservative commonly used in human food, to keep Pedigree® DentaStix™ fresh.

Reduces tartar build-up by up to **80%**

What's more, Pedigree® DentaStix™ are low in fat and contain no added sugar or artificial colours or flavours. They help to reduce the build up of tartar by up to 80% when fed daily.