Toothpaste with Scientifically supported Xpersiv™ technology helps reduce plaque formation and supports plaque and tartar control while freshening breath as part of daily care. Supports healthy teeth and gums; gentle on the mouth.

Plaqtiv+ oral care

WITH XPERSIV™

TOOTHPASTE FOR DOGS & CATS

DAILY BRUSHING CARE WITH ADVANCED PLAQUE CONTROL

Scientifically supported • Vet recommended

Dental plaque builds up naturally on your pet's teeth every day. Without regular care, it may contribute to tartar formation, gum sensitivity and bad breath over time. For pet owners who can brush regularly, a good dog toothpaste remains the most effective format for daily plaque control.

Plaqtiv+® Toothpaste is a malt-flavoured dental paste for dogs and cats, designed for targeted daily oral care through brushing, powered by scientifically supported Xpersiv™ technology to help reduce plaque formation, support healthy gums, and promote fresher breath, with a palatable formula that makes it easier to use even for brushing-resistant dogs or reluctant cats.

Suitable for dogs and cats of all sizes and ages, it can be combined with other products from the Plaqtiv+® range for a more complete daily oral care routine.

ADVANCED DAILY ORAL CARE WITH BRUSHING

Daily plaque & tartar control
Helps reduce plaque formation and supports daily tartar control with Xpersiv™ technology.

Brushing-based cleaning
Most effective daily method for targeted plaque removal.

Supports gum health
Helps maintain healthy gums as part of daily oral care.

Fresh breath support
Contributes to fresher breath by reducing plaque-forming bacteria.

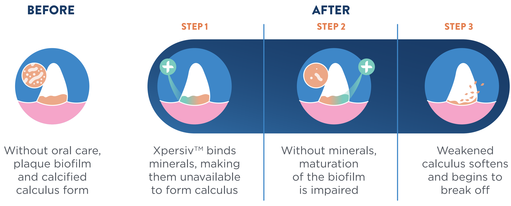
Malt flavour acceptance
Tasty formula helps improve brushing acceptance in resistant pets.

Vet recommended range
Part of the Plaqtiv+® veterinary recommended dental care line.

Plaqtiv+ oral care WITH XPERSIV™

NEXT-GENERATION PLAQUE CONTROL

With its patented **XPERSIV™** technology



Without oral care, plaque biofilm and calcified calculus form

Xpersiv™ binds minerals, making them unavailable to form calculus

Without minerals, maturation of the biofilm is impaired

Weakened calculus softens and begins to break off

Plaqtiv+ uses patented Xpersiv™ technology to bind the minerals responsible for tartar formation, helping prevent biofilm maturation and calculus build-up.

Without oral care, plaque quickly mineralises into hard tartar. By capturing these minerals, Xpersiv™ disrupts this process, weakening the biofilm and softening existing calculus so it can break away more easily.

This helps improve the effectiveness of daily oral care products such as chews, wipes and toothpastes.

HELPS BUILD A LONG-TERM ORAL CARE ROUTINE

Healthy smiles start from puppies & kittens

Apply a small amount of toothpaste to a toothbrush

Gently brush your dog's or cat's teeth

No rinsing required after use

Safe for daily use

FOR EVERY DOG AND CAT,

AT EVERY STAGE OF LIFE

Puppies, adults & seniors welcome

Part of the veterinary recommended **Plaqtiv+®** range

Scientifically supported **Xpersiv™** technology

TOGETHER FOR BETTER ORAL HEALTH IN DOGS & CATS

Plaqtiv+ oral care WITH XPERSIV™