

A daily dental water additive for dogs and cats powered by scientifically supported Xpersiv™ technology to help reduce plaque formation and tartar build-up, while supporting fresh breath and healthy gums — simply add to drinking water, no brushing required.



WATER ADDITIVE FOR DOGS & CATS

WITH
XPERSIV™

DAILY DENTAL CARE
WITHOUT CHANGING ROUTINE
Just add to water

Scientifically supported • Vet recommended



Dental plaque builds up naturally in your pet’s mouth every day. Without regular care, it may contribute to tartar formation, gum sensitivity and bad breath over time. For pets that don’t tolerate brushing, or for owners looking for the simplest possible starting point, a dental water additive for dogs and cats offers effortless daily care with no brushing required.

Plaqtiv+® Water Additive is powered by scientifically supported Xpersiv™ technology to help reduce plaque formation. It requires no brushing, no handling and no extra steps — simply add 2 capfuls to 600 ml of your pet’s drinking water.

The unflavoured formula does not affect drinking habits, making it a low-stress solution for brushing-resistant pets and sensitive animals.

It helps reduce plaque and tartar build-up, supports healthy teeth and gums, and contributes to fresher breath as part of an easy daily dental care routine.

Formulated with VOHC-accepted efficacy for dogs, it is part of the veterinary-recommended.

EFFORTLESS DAILY
ORAL PROTECTION
THROUGH HYDRATION



“Add to water bowl” system

Simply mix into daily drinking water — no brushing, no handling required.



Daily plaque & tartar control

Xpersiv™ technology helps reduce plaque formation as part of a daily oral care routine.



Passive oral protection

Works while your pet drinks — no behavioral change needed.



Zero stress application

Ideal for pets that resist brushing, wipes or oral handling.



Suitable for all pets

Easy daily dental support for dogs and cats of all sizes.



Fresh breath support

Helps reduce odor-causing bacteria with consistent use.



WITH
XPERSIV™

NEXT-GENERATION PLAQUE CONTROL

With its patented **XPERSIV™** technology

BEFORE



Without oral care, plaque biofilm and calcified calculus form

STEP 1



Xpersiv™ binds minerals, making them unavailable to form calculus

AFTER

STEP 2



Without minerals, maturation of the biofilm is impaired

STEP 3



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.

A SIMPLE DAILY ROUTINE
Easy to fit into your pet’s daily life



Fill the water bowl (600 ml)



Add 2 capfuls (20 ml) of Plaqtiv+



That’s it — no extra steps needed

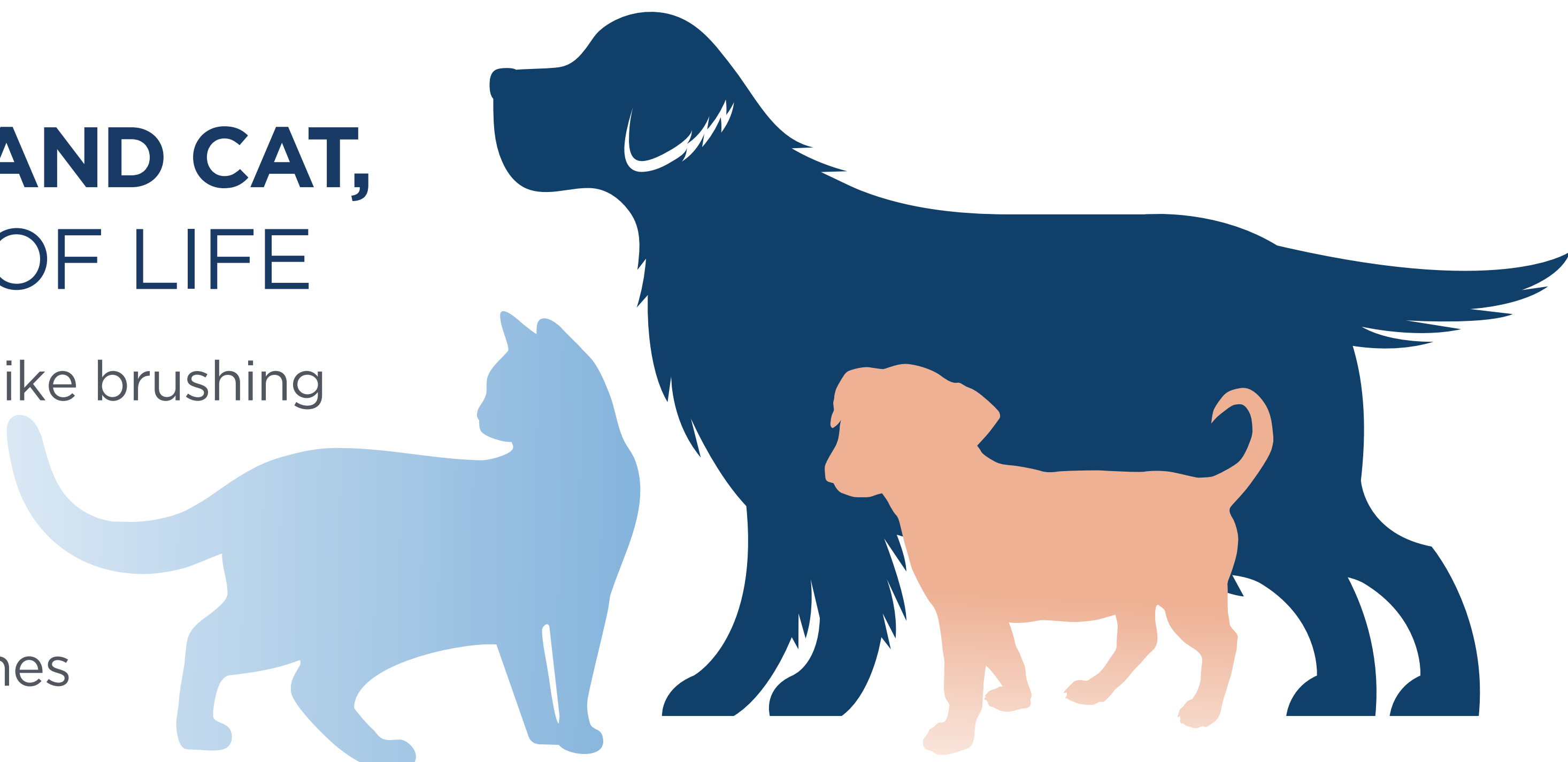
💧 Refresh daily water as usual

✓ Use every day for best results



FOR EVERY DOG AND CAT,
AT EVERY STAGE OF LIFE

- ✓ Perfect for pets that don’t like brushing
- ✓ Gentle for sensitive pets
- ✓ Ideal for beginners or pets new to oral care routines



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

Scientifically supported **Xpersiv™** technology



TOGETHER FOR BETTER
ORAL HEALTH
IN DOGS & CATS

