



Dentistry matters

Imagine eating nothing but canned stew or kibble every day of your life without ever brushing your teeth—or perhaps once in a while having a toothbrush thrust in your mouth by a concerned friend. Can you imagine your dentist selling cans of stew and bags of kibble?—telling you that the products are the best and most scientific that money can buy. Would human dentists promote carrot-shaped chews and plastic apples as tooth cleaning aids for children and adults? For dogs, it's part of their reality in the modern artificial pet-food world—except of course, the dental chews and plastic toys sold by doggy dentists, veterinarians, are *bone-shaped*.

Dogs' reality is worse still when you consider that the majority of veterinarians not only push artificial bones but simultaneously demonize the real thing. According to a 2003 British Small Animal Veterinary Association 'health-care' booklet:

Puppies and dogs love chewing bones, but sadly they often lead to a trip to the vet's surgery, because the dog has swallowed a sharp fragment, cut his mouth or broken a tooth. A better idea is to give your pet manufactured nutritional chews, or a chew toy, instead.¹

Clearly then, dogs need friends who understand the essential connection between dogs and bones. And, for the foreseeable