



CLEANY TEETH for dogs



How to make extra money
as Pet Professional
selling oral care products
and services

For small and large dogs:
Vibration-free ultrasound
oral hygiene
Breakthrough technology
product for #1 dog's health
problem

Highlights of CleanyTeeth for Dogs



- ✓ Patented product, manufactured in Germany
- ✓ **Best Dental Care Pet Product Winner 2018**
- ✓ Great results, very effective: Cleans all teeth and gums in 60 – 90 seconds
- ✓ Huge untapped market: 75 million dogs in Europe
- ✓ Happy customers: „Amazing toothbrush“



Benefits



**Awarded
„Best Dental Care Product“
for Dogs 2018**

CLEANY TEETH for dogs

- ✓ Ultrasound Dog Toothbrush
- ✓ Deep cleaning and tartar removal
- ✓ Cleans where bristles cannot reach
- ✓ Reduces gum inflammation
- ✓ Without risk of anesthesia at the vet
- ✓ Cleans without movement, vibration or noise
- ✓ Reduces mouth odor

Company Mission & Expertise

Brand Mission

Develop & market cutting edge technologies based on ultrasound.

Our Story

CleanyTeeth for Dogs developed by Techmira and launched in March 2018, is the result of years of research and real-world testing that led to the creation of groundbreaking technology and advanced formulations for oral hygiene treatment.

Techmira combines science, nature & technology, yielding products that naturally improve skin, and repair skin damage.

The development team benefits from more than 50 years of ultrasonic device and dental experience.

Manufacturing is performed in Germany & Switzerland ensuring the highest quality.



Peer Blumenschein
CEO & Founder
with his dogs Eliot & Tara

Dental Pet Market Size & Opportunity



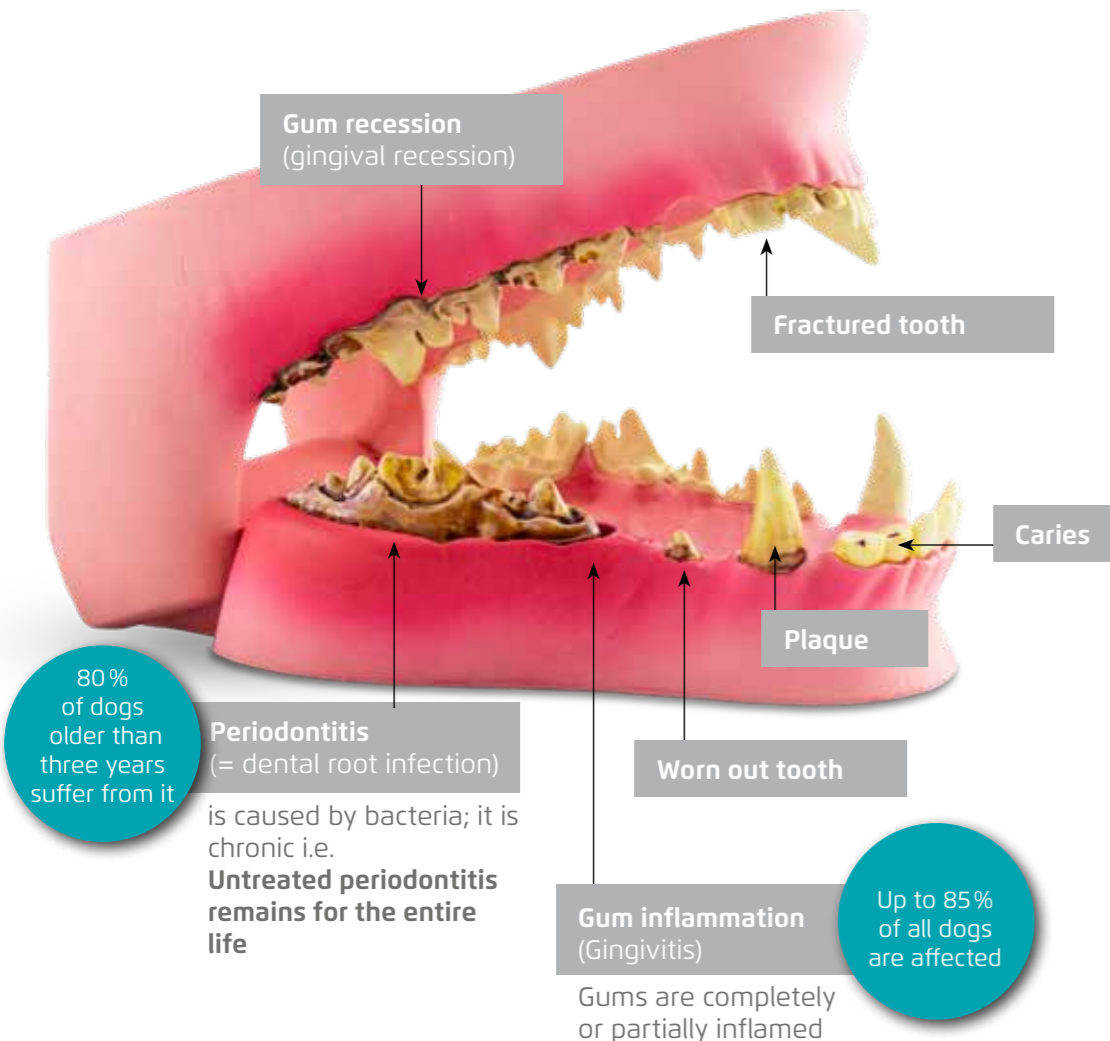
No established market leader

because human toothbrushes simply do not perform for dogs
= global opportunity for vibrations-free ultrasound oral hygiene by Techmira

80% of all dogs over the age of 3 years suffer from gum and tooth issues

during their lifetime due to increasing tartar formation. This is not so much a cosmetic problem – the dog smells from its mouth – but a serious medical problem, as the constant mass of pus can damage vital organs such as the heart and kidneys.

Frequent dental problems in dogs



Periodontitis is widespread among dogs. 80% of dogs over the age of 3 years are infected.

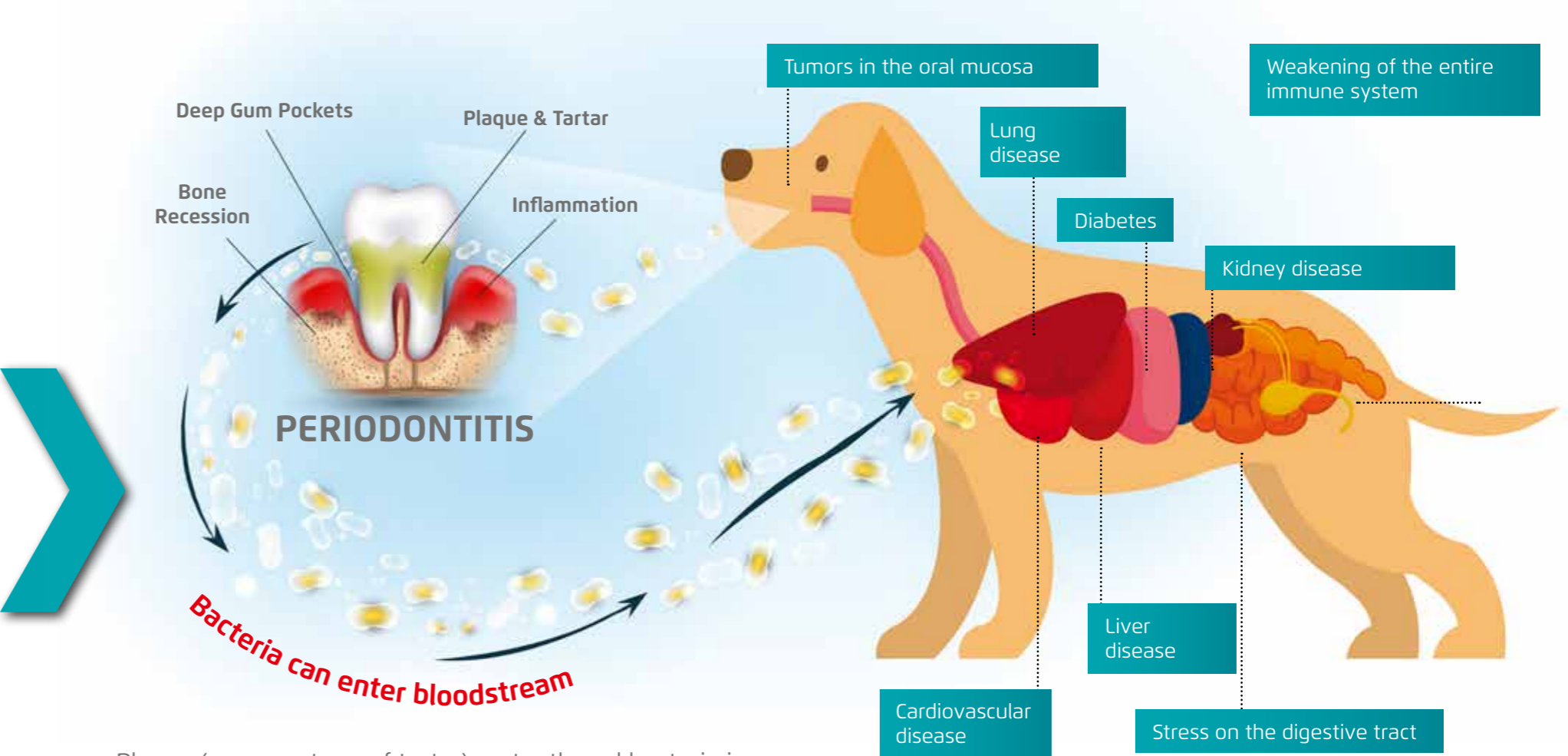
And most dogs are at least once affected by gum disease. (gingivitis) (≈85 %).

Both diseases are a **serious danger** for the health of a dog.

Periodontal bacteria increases the risk of serious general illnesses.

These two most frequent and dangerous diseases are caused by bacteria which can be countered by CleanyTeeth for Dogs Ultrasound.

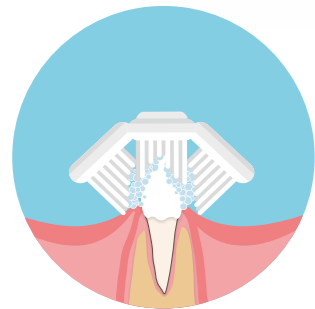
Dog's health hazards due to periodontal problems



Plaque (= a pre-stage of tartar) on teeth and bacteria in gum pockets is characterized by a very high bacteria count. If these bacteria are released into the bloodstream, they can settle on organs and cause long-term damage.

CleanyTeeth for Dogs solves dog's most severe periodontal problems

The world's first handheld 100% Ultrasound Toothbrush featuring a 3-sided Brush Head or Single-sided Brush Head



3-sided Brush Head
cleans all teeth
in one pass



Fastest teeth cleaning
in 60 – 90 seconds or
slightly longer with
Single-sided Brush head



Chip in Brush Head:
Generates ultrasound
(60 million oscillations
per minute)

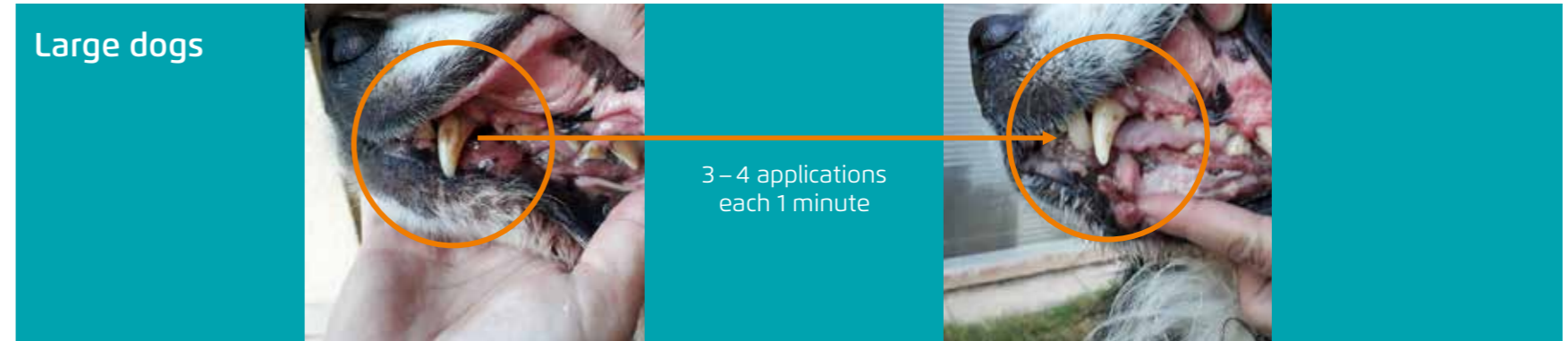
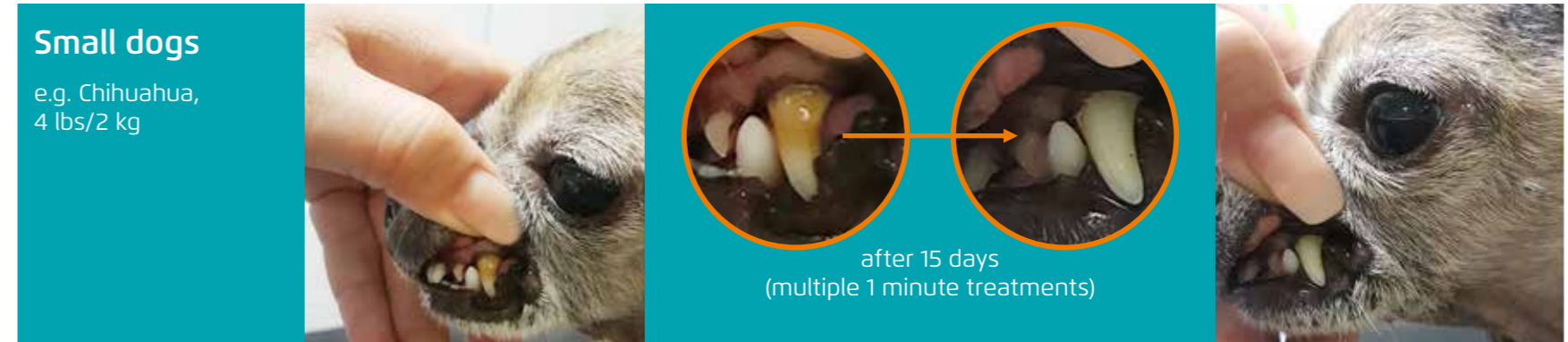


„Best Dental Care Product“
for Dogs 2018



Amazing results – Compare before and after

Reliable tartar removal for dogs of all sizes

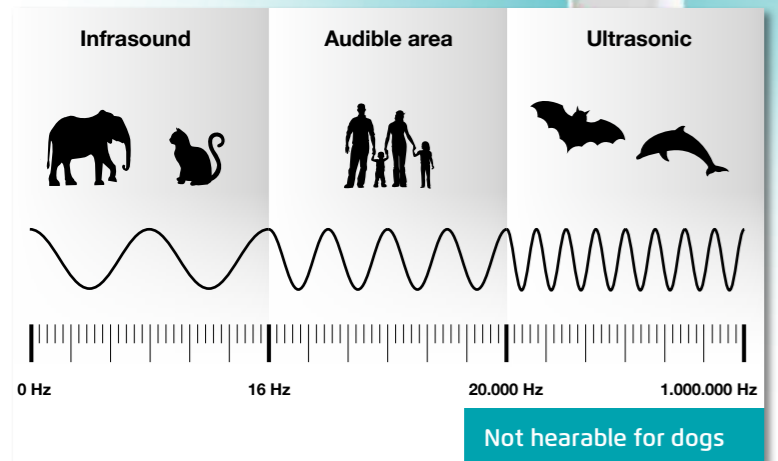


→ Ultrasound removes tartar and destroys bacteria deep in the gums and gum pockets

CleanyTeeth for Dogs: Patented technology



Vibration-free & silent
Ultrasound waves
≈ 60 million oscillations per minute

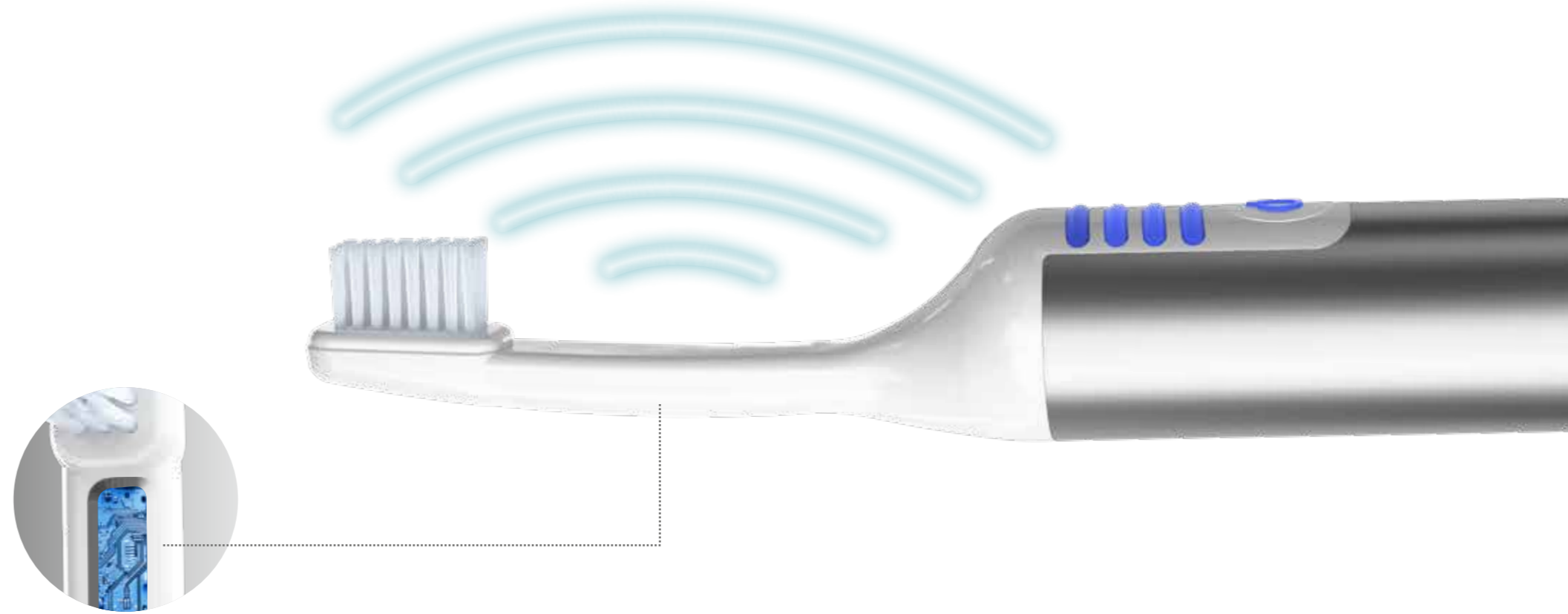


- Ultrasound ...
- ✓ is a vibration of waves higher than the upper audible limit of human and pet hearing
 - ✓ is used in a wide variety of alternative applications for cleaning glasses and jewelry and e.g. for medical areas, wound repair, and imaging.
 - ✓ kills bacteria

The ultrasound in CleanyTeeth for Dogs is tuned/engineered for perfect oral hygiene, cleaning teeth and killing germs and bacteria.

Wide sphere of cleansing

The ultrasound generator inside the CleanyTeeth for Dogs Toothbrush creates a wide sphere of cleansing activity which is about three times as wide as the actual bristles (2.75 inches/7 centimeters) outperforming electric and sonic brushes by a large factor.



CleanyTeeth for Dogs Toothpaste Gel – Cleaning with nano bubbles



As soon as ultrasound hits the foam in the mouth, **billions of nano bubbles** are produced every millisecond. The bubbles cavitate and implode which leads to the destruction of bacteria.

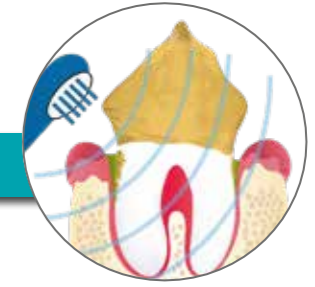
CleanyTeeth for Dogs Toothpaste Gel differs from normal toothpaste:

1. **it cleans with billions of nano bubbles** (see below)
2. **it doesn't contain any abrasive particles**, because they are not required for cleaning with ultrasound.
Benefits:
 - **No irritation of gums.**
 - **No damage to the enamel.**
3. **it is formulated especially for the conductivity of ultrasound waves**
4. **it can be digested by dogs** (food-grade ingredients)

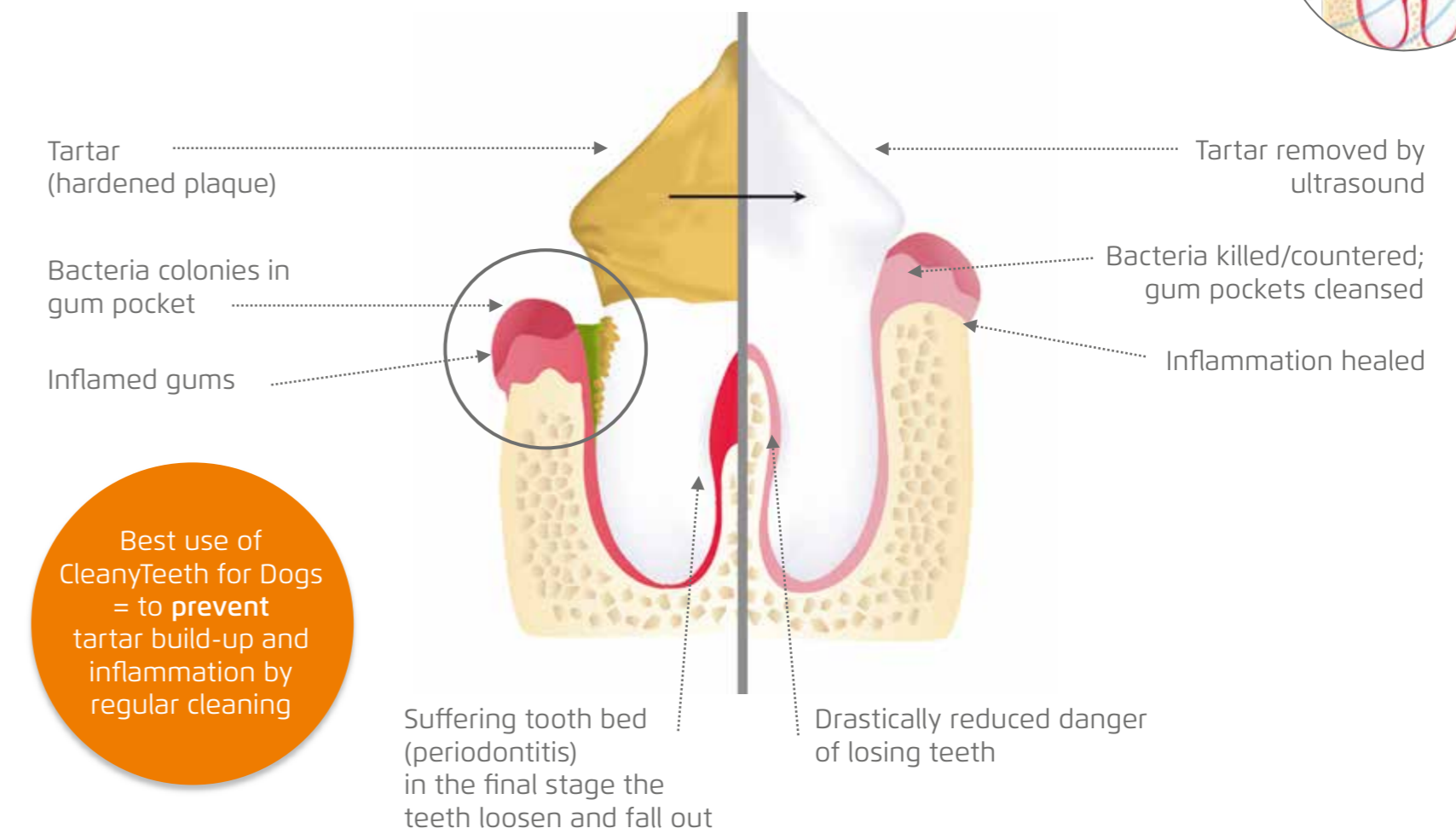
The nano bubbles ...

- ✓ are small enough to **surround bacteria**. Powered by ultrasound waves they **crack (= destroy) their cell walls**
- ✓ **reach everywhere**, even into the finest cracks between the teeth and in gum pockets.
- ✓ clean **gently and thoroughly**

Ultrasound in dog's dental hygiene



Common canine dental problems... ..can be solved with Ultrasound

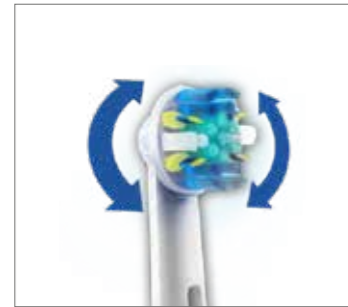


CleanyTeeth for Dogs outperforms all other tooth cleaning devices

Moving brushes



Movement by hand with brush



Rotation
≈ 30.000 per minute



Swivel
≈ 35.000 per minute

Do not work for pets

- ✓ Dogs do not accept noisy moving or rotating brush heads
- ✓ Rotation/Movement/Noise scares dogs
- ✓ Manual or Sonic toothbrushes do not reach into gum pockets
- ✓ They do not counter bacteria/inflammation
- ✓ They clean the tooth surfaces

Motionless and silent cleaning



Ultrasound waves
≈ 60 million oscillations per minute

Perfect for pets

- ✓ Ultrasound is a gentle vibration-free oscillation that cleans bacteria and tartar from the teeth and inside gum pockets
- ✓ The only technology reaching INTO GUM POCKETS countering gum inflammation

Why CleanyTeeth for Dogs is superior for dog's dental care

	Electric and Sonic Toothbrush	CleanyTeeth for Dogs Ultrasound (at home)	Ultrasound (by Vet)
Function of device	cleaning	cleaning, prevention against inflammation, plaque & tartar removal	tartar removal
Results	removes soft plaque	removes soft plaque, removes and prevents tartar	removes soft plaque and tartar
Number of oscillations	little to no oscillations; but 20.000 – 60.000 high speed rotations per minute	60 million oscillations per minute Gentle ULTRASOUND	50.000 oscillations per minute Hard ULTRASOUND with metal tip
Teeth/tooth surface	✓ surface only	✓ surface and deep cleaning	✓ surface and deep cleaning
Cleaning in the interdental space	minimal	✓ full cleaning	partial effect
Cleaning in gum pocket	NO deep cleaning in gums	✓ cleans in gum pockets and reduces inflammation	scaling of gum pockets
Removes tartar	soft plaque only	✓ removes soft plaque and tartar	removes tartar (even the hardest coatings)
Hygiene after use	bacteria survives on bristles	self-sterilizing	steril before use
Treatment duration	5 minutes	approx. 60 – 90 seconds	approx. 1–2 hours surgical procedure under anesthesia

The CleanyTeeth for Dogs Dental Cleaning System

Starter Kit

Ultrasound Toothbrush

Dog-friendly Ultrasound Toothpaste Gel

1x 3-sided-Brush Head

2x Single-sided Brush Head

USB charging cable

grip
Best Dental Care Product: CleanyTeeth for Dogs

BEST AWARD

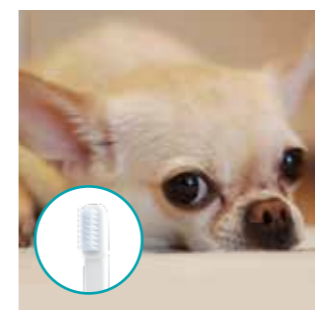
CLEANY TEETH for dogs

MSRP £ 240.00 includes VAT

Two kind of brush heads – Easy to install and remove

Single-sided Brush Head:

User can cut bristles with scissors for even smaller dogs



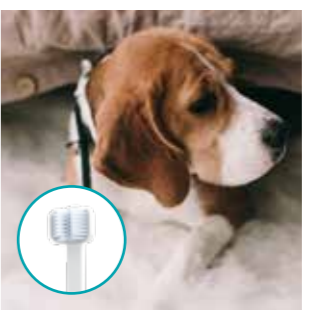
Small dogs
(e.g. 4 lbs/2 kg)



3-sided Brush Head:

Cleans multiple teeth surfaces in one pass

- ✓ Quicker cleaning
- ✓ Equally effective



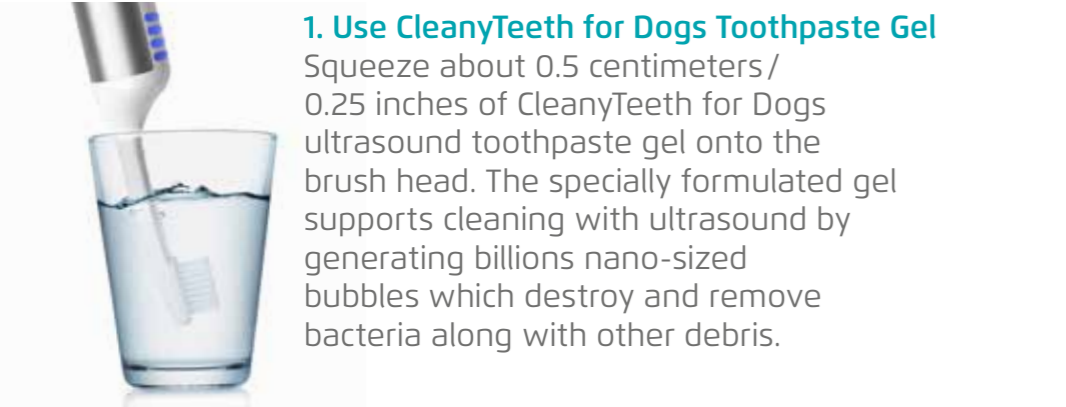
Medium dogs



Large dogs

How to use CleanyTeeth for Dogs

1. Use CleanyTeeth for Dogs Toothpaste Gel
Squeeze about 0.5 centimeters / 0.25 inches of CleanyTeeth for Dogs ultrasound toothpaste gel onto the brush head. The specially formulated gel supports cleaning with ultrasound by generating billions nano-sized bubbles which destroy and remove bacteria along with other debris.




2. Remove large food particles while distributing the toothpaste gel onto all the tooth surfaces by moving the brush head inside mouth against the front, back & chewing surfaces of the teeth.



3. Turn the CleanyTeeth for Dogs device on
Press 2x the ON button to switch off the vibration = dog mode



4. Cleaning with CleanyTeeth for Dogs
With the device running, hold the brush head against each surface of the teeth (front & back, chewing surface) for two to three seconds – overlapping multiple teeth is possible. Do not apply pressure. Repeat this step until all teeth have been cleaned, if you wish to actually move the brush, you may. Cleaning all teeth will take 60 to 90 seconds.

5. Rinse, disinfect and turn CleanyTeeth for Dogs device off.
At the end of the cleaning session and with the device running, hold the brush head under running water for three seconds or dip in glass of clean water to sterilize it. Then turn the device off.

Category leader



**Awarded
„Best Dental Care Product“
for Dogs 2018**

Customer Testimonials (1)



Great Product

"I have been looking for a tooth brush that is easy to use with quick results. **The CleanyTeeth for Dogs toothbrush has proven to be a great product and exactly what I have been searching for.** My show dogs have their teeth cleaned on a regular basis, in conjunction with their weekly baths. CleanyTeeth for Dogs keeps the teeth clean and gum's healthy and with a nice breath.

I highly recommend this product to all dog owners."

Poodle Specialist Anders Rosell

Safe money on vet-bill

"After spending over £300 on teeth cleaning at the vets for my Bichon Frise, Pandora, I found the CleanyTeeth for Dogs ultrasound toothbrush for dogs. A quick and efficient product, which not only removes tartar and staining, but also kills bacteria within the gum pockets. **With no noise, vibration or movement she now enjoys teeth cleaning on a regular basis and we will avoid the use of further unnecessary anaesthetics."**

Heidi Anderton LCGI ICMG,
Owner of Absolutely Animals
Grooming School, London



Customer Testimonials (2)

Glad to be saving money on vet fees

"I am so excited to have purchased the CleanyTeeth for Dogs ultrasonic brush for my pets. I have just spent £320 at my vets on a teeth hygiene treatment so I have immediately started the treatment on my other dogs. **WOW what a difference** after only one session. CleanyTeeth for Dogs not only removes built up plaque and bacteria, but it is quick with no vibration so the dogs don't mind at all. **Not only will I be saving money on my vet fees but my dogs mouths will be more hygenic and they will feel better.** We are so happy."

Heidi Anderton from London

It's so incredible

"Haha, It works ... **it's so incredible.** The brown teeth of our dog are brightening up visibly, the dark coronas on the gum are gone, same for the tartar which is vanishing.

Never thought but always hoped it'd work like this. **What an incredible device."**

Jens B. from Germany

Amazing difference to teeth and gums

"I love this...our 8 year old Morgan's just had her teeth cleaned this summer very costly about 600 dollars... so when the vet said my 3 year old twins would need it... I decided the cost was nothing compared to that... **I love this..** they accept it better than regular brushing...

I see an amazing difference in their teeth and gums... **wish I had known about this before** ..had a slight problem...sent me a new one immediately...love this."

Andrea Kup

Amazing

"Amazing toothbrush: I have had this brush for a few months now... **LOVE IT!!!."**

Amber Salah

Customer Testimonials (3)

Results beyond all expectations

"We have now used the CleanyTeeth for Dogs toothbrush once in three of our dogs and **the result is beyond all expectations after just one treatment**. Almost all the dental stones disappeared, should take one more treatment and then we think the rest will disappear. One pretty much had a thick layer. After treatment we could easily scrape of with a nail. It had become so porous that it fell out of in whole shells. One bitch is very hard to get into the mouth, but after we had managed to treat four teeth she realized that this was okay, so the rest of the treatment went beyond expectations. **We are very pleased with the CleanyTeeth for Dogs toothbrush, it is incredibly easy to use** it and the dogs relax well during treatment."

Lasse Henriksen from Oslo

I did not expect to get that kind of result.

"At this point I have **results with all 3 dogs**, even the one who is not as cooperative (so not as thorough a job).

Yesterday the tartar came off one incisor, today the other (I just flicked it off with my thumb nail). My old dog that I mentioned with you, today the tartar fell off one of his back molars and he spit it out in my hand after I brushed his teeth. I did not expect to get that kind of result. I look at the toothbrush and say what **kind of voodoo** are you?

I am definitely hooked on this!"

Jane McLaren

How Pet Professionals earn money with CleanyTeeth for Dogs

One hour of grooming typically generates £40 – 50 in revenue

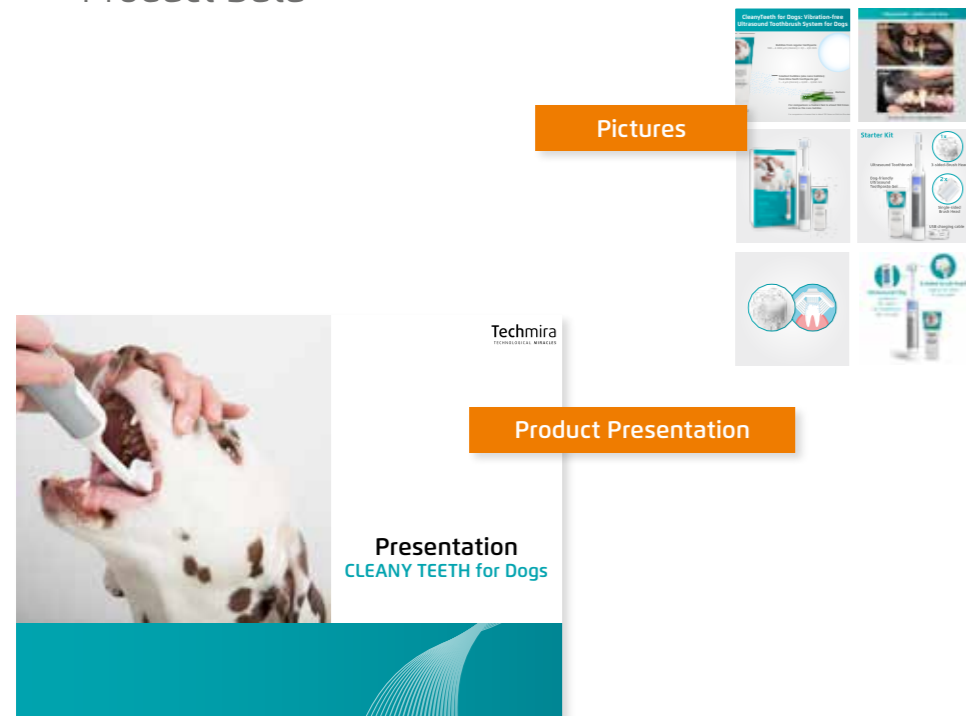
One dental cleaning could create £30 – 40 in revenue within minutes



CleanyTeeth for Dogs Web-Shop e-commerce Kit

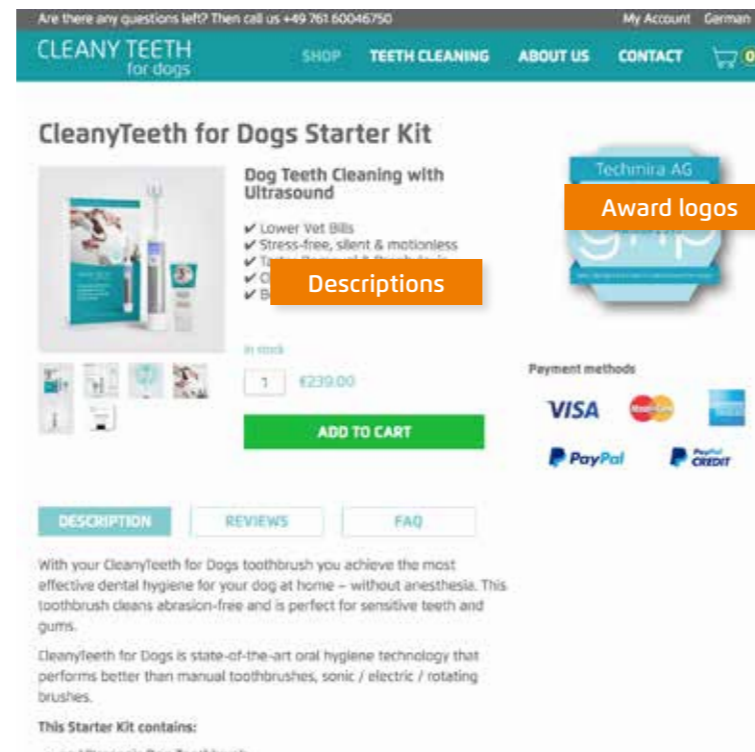
Easy and fast to add into your Shop:
Login to our e-commerce area to download:

- ✓ Product pictures
- ✓ Product description text (ready for copy / past)
- ✓ Product Data



Pictures

Product Presentation



Descriptions

Award logos

Sales Starter-Kit for Pet Professionals



Starter Kits, brush heads, toothpaste



20x Single
20x 3-sided

Packaged or Bulk Brush Heads



Product flyer



Product poster and roll-ups

CLEANY TEETH

for dogs

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