

- Triple•Pet demonstrates best using a canine dental model. In lieu of this, by running the brush over thinner and thicker parts of a finger or the back of a pen, you can show Triple•Pet's independent brushes in action. This is important because your customer can understand that:
 - It allows the bristles to be in cleaning contact with every exposed part of each tooth, and in massaging contact with the inner and outer gum lines in a single stroke.
 - Each brush is mounted on its own independent stalk. Each stalk is approximately one and a quarter inches long. The independent stalks allow each brush to flex in and out, while maintaining the proper pressure and angle on both the big and small teeth.
 - Fitting all exposed parts of the teeth, top, front and back, it is much easier to keep the brush on the teeth as the animal moves.
 - The bristles of the side brushes are at a 45 degree angle, the proper brushing angle. This means that pet owners do not have to twist their arm or wrist nearly as much as with a conventional brush. The 45 degree angle allows the brushes to clean under the gum line properly.
 - Softer outer bristles massage the gums (feel them).
 - The padded handle affords a firm grip, even when wet, while protecting the animal. Triple•Pet is the only pet brush with a padded handle.
- Triple•Pet is based on our American Dental Association Accepted Benefit™ toothbrush. The two brushes differ only in packaging and the padded handle. Triple•Pet is the only pet brush based on an ADA Accepted toothbrush.
- When consumers are reminded that vets are stressing the connection between brushing and prevention of many serious illnesses, heart disease being most prevalent, the brush sells. Dealers can trigger a reminder by placing the brushes near the register prompting very healthy impulse buys. Who doesn't want a healthier pet, to say nothing of lower pet dental bills?
- **Summary of Exclusives:**
 - o **Flexible 3 brush head with side brushes at a 45° angle makes brushing easier, faster and better.**
 - o **Padded handle provides a firm grip when wet.**
 - o **Based on an ADA Accepted Brush**

