ReZult®

cfpharma VET

Triple Enzymatic Toothpaste for cats & dogs



Helps reduce plaque + Reduces calculus formation + Reduces bad breath

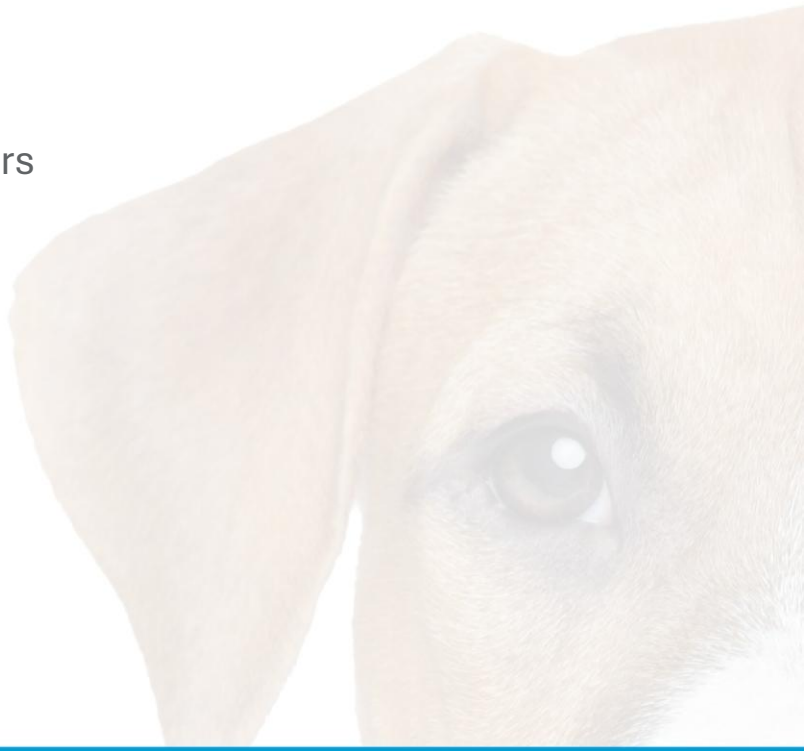
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01

The problem

How common periodontal disease is, and why it matters



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1 · THE PROBLEM

The most common pet diagnosis

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1 in 8

UK dogs diagnosed with periodontal disease every year

VetCompass · 22,333 dogs

15.2%

UK cats diagnosed every year: the most common specific diagnosis in cats

VetCompass · 18,249 cats

44–100%

of dogs affected when examined in detail under anaesthesia

Wallis & Holcombe, 2020

KEY MESSAGE

Recorded figures are the tip of the iceberg: most cases are never diagnosed.

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1 · THE PROBLEM

What is periodontal disease?

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An inflammatory disease of the tooth-supporting tissues, driven by plaque: a bacterial biofilm on the tooth surface.

01



Plaque

Biofilm builds up within hours of eating

+

02

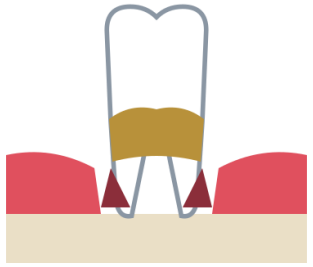


Gingivitis

Red, inflamed gums. Still reversible

+

03

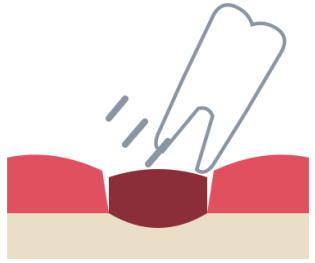


Periodontitis

Ligament and bone destroyed. Irreversible

+

04



Tooth loss

Pain, infection, extractions

◄ REVERSIBLE ►

◄ IRREVERSIBLE ►

KEY MESSAGE

Daily home care acts in the reversible window, before damage becomes permanent.

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1 · THE PROBLEM

A hidden welfare problem

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1.79×

higher odds of at least one other disorder in cats with periodontal disease

O'Neill et al., 2023 · 18,249 UK cats



Chronic oral pain

Can last weeks or months. Pets keep eating and hide it.



Halitosis

The first sign owners notice: bacterial sulphur compounds.



Infection & tooth loss

Abscesses, loose teeth, extractions under anaesthesia.



Whole-body health

Linked to kidney, heart and liver disease.

KEY MESSAGE

Most pets with dental pain look normal to their owners. Prevention has to be routine.

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1 · THE PROBLEM

Most owners don't brush

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Home care is essential

Without it, the effect of a professional dental clean is severely limited.

Brushing is hard to sustain

It takes time, a cooperative pet and a confident owner.

The real need

A quick, simple daily routine owners will keep up.

<10%

of pet owners brush their dog's or cat's teeth daily

AAHA, 2024

KEY MESSAGE

Owners need a daily routine they can actually keep up.

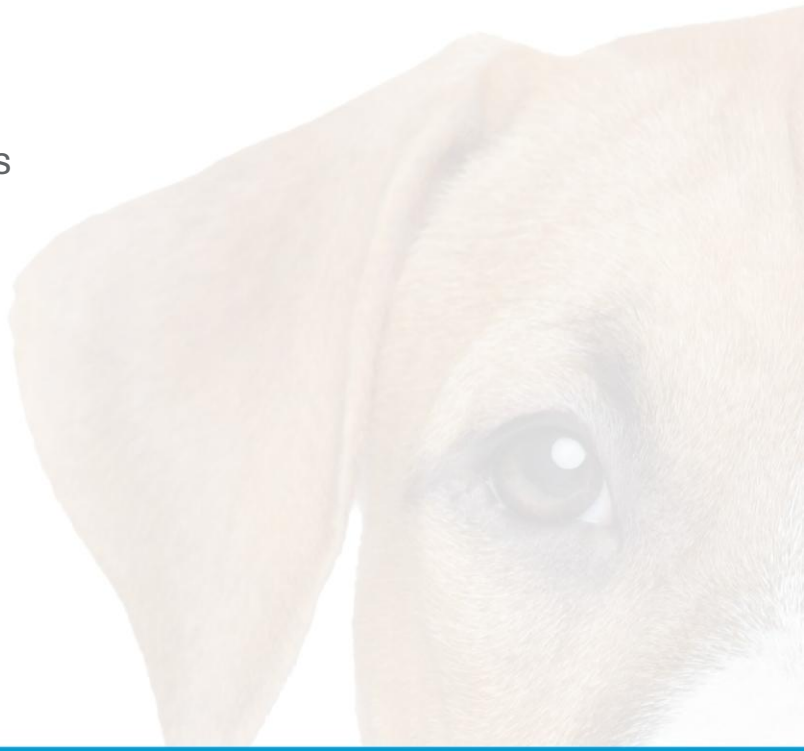
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02

The science

How each active in Triple Enzymatic Toothpaste works



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2 · THE SCIENCE

Inside Triple Enzymatic Toothpaste

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Lactoperoxidase system

GOx + dextrose + LPO + thiocyanate

Generates natural antibacterial hypothiocyanite

Salivary defence proteins

Lactoferrin + lysozyme

Help control plaque-forming bacteria

Zinc gluconate

Zinc ions

Neutralise sulphur compounds behind bad breath

Silica

Hydrated silica cleaning agents

Gentle mechanical removal of plaque

KEY MESSAGE

Four complementary actions in one daily serving.

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2 · THE SCIENCE

The lactoperoxidase system

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The same natural defence found in saliva, fully supplied by the paste itself

1 Fuel

Dextrose + O_2

↓ *Glucose oxidase*

H_2O_2

+

2 Activation

H_2O_2 + thiocyanate (SCN^-)

↓ *Lactoperoxidase*

Hypothiocyanite ($OSCN^-$)

+

3 Action

$OSCN^-$ oxidises bacterial –SH groups

↓ *Bacterial enzymes blocked*

Less plaque-forming activity

KEY MESSAGE

Self-activating: the paste supplies its own enzyme, substrate and fuel.

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2 · THE SCIENCE

Lactoferrin & lysozyme

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Lactoferrin

Salivary defence protein

+ Binds the iron that oral bacteria need to multiply
+ Helps limit biofilm development
+ Natural protein found in saliva and milk

Lysozyme

Salivary enzyme

+ Breaks down the bacterial cell wall
+ Complements the lactoperoxidase system
+ Part of the mouth's own innate defence

KEY MESSAGE

Supports the mouth's own defences rather than replacing them.

ReZult®

2 · THE SCIENCE

Zinc gluconate & silica

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ZINC GLUCONATE

Oral bacteria

↓

Volatile sulphur compounds

↓

Zinc binds the sulphur compounds

↓

Fresher breath

SILICA

Gentle cleaning action

Physically disrupts the plaque biofilm on the tooth surface

Kind to enamel

Mild, dentifrice-grade silica designed for daily use

A second mechanism

Enzymes act chemically, silica acts physically

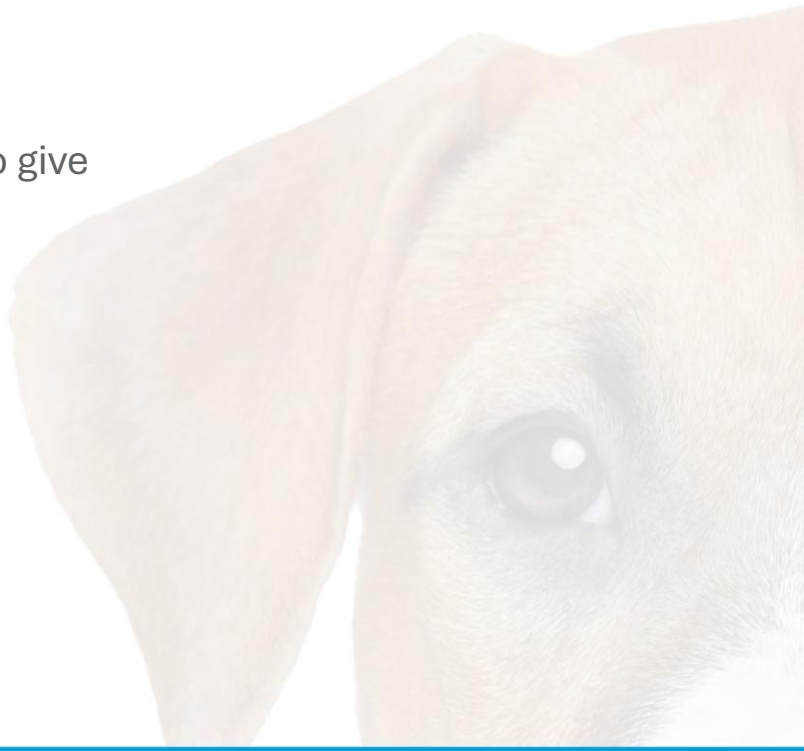
KEY MESSAGE

Enzymes act chemically, silica acts physically, zinc tackles odour.

03

The product

How to use Triple Enzymatic Toothpaste and how much to give



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3 · THE PRODUCT

No brushing required

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OPTION 1

No-brush application

+ Dogs: pump between the gums and cheek, on each side of the mouth
+ Cats: between the gums and cheek, or onto a paw to lick off
+ Seconds a day, no cooperation needed

OPTION 2

Brushing

+ Finger toothbrush included in every pack
+ Gentle bristles for sensitive gums
+ For owners ready to build a brushing routine

KEY MESSAGE

Designed for use without brushing, with a finger brush for owners who can brush.

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3 · THE PRODUCT

Presentation & dosage

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100 ml
airless pump

1 pump
= 1 ml serving

Poultry
flavour

Finger
toothbrush included

Bodyweight	Daily servings	Pack lasts approx.
Cats & dogs < 10 kg	1 pump (1 ml)	100 days
Dogs 10–20 kg	2 pumps (2 ml)	50 days
Dogs > 20 kg	3 pumps (3 ml)	33 days
Animals > 100 kg	4 pumps (4 ml)	25 days

Once daily. Treatment duration as recommended by the veterinarian.

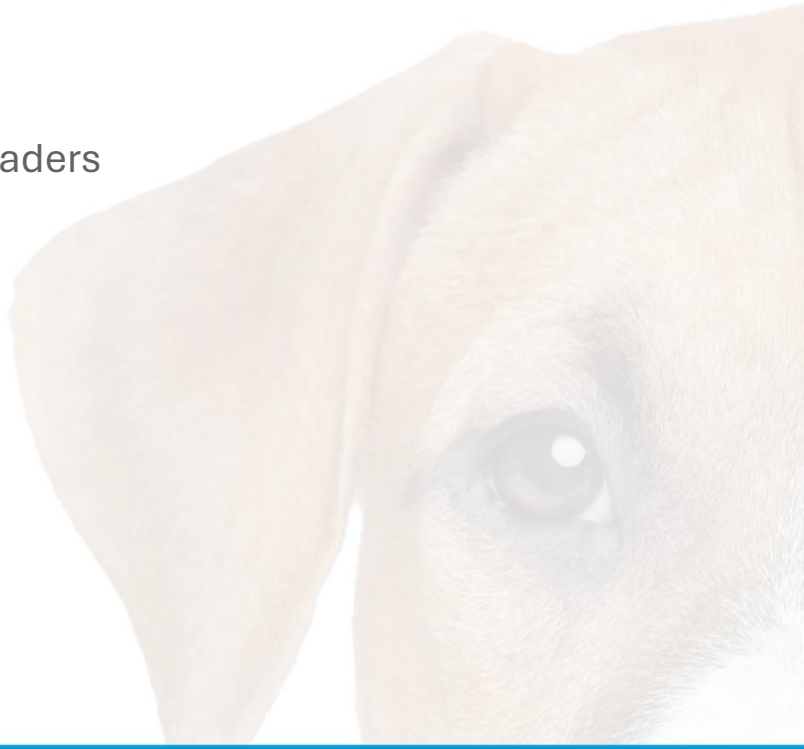
KEY MESSAGE

One pump = 1 ml. A 100 ml pack lasts up to 100 days for cats and small dogs.

04

The market

How Triple Enzymatic Toothpaste compares with the UK leaders



UK competitor landscape

	Triple Enzymatic Toothpaste	Ceva Logic Oral Hygiene Gel	Virbac C.E.T. Enzymatic Toothpaste	Beaphar Toothpaste with Enzymes
ACTIVE SYSTEM				
Lactoperoxidase system	✓	✓	✓	Glucose oxidase only
Lactoferrin	✓	✓	–	–
Lysozyme	✓	✓	–	–
Zinc	**Zinc gluconate**	–	–	Zinc citrate
Cleaning agents	**Hydrated silica**	Mild abrasives	Dicalcium phosphate, silica	Silica, hexametaphosphate
USE				
No-brush use on label	✓	✓	–	–
Dosing	**1 ml pump per serving**	1–5 cm of gel	Brushing	Brushing
Finger brush in pack	✓	✓	–	–
PACK				
Format	**100 ml airless pump**	70 g tube	70 g / 43 g tube	100 g tube
Flavour	**Poultry**	Malt	Poultry or fish	Liver

KEY MESSAGE

The only one with full LPO system, lactoferrin, lysozyme and zinc in a no-brush pump.

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4 · THE MARKET

Why Triple Enzymatic Toothpaste

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01



Big, recurring need

The most common diagnosis in UK dogs and cats; daily use drives repeat purchase

02



Complete enzyme system

Self-activating lactoperoxidase system plus lactoferrin and lysozyme

03



Fresh-breath story

Zinc gluconate targets the sign owners notice first

04



No brushing required

Simple daily application, with a finger brush included

05



Cats & dogs, one pack

Metered 1 ml pump, poultry flavour, clear dosing

KEY MESSAGE

A credible science story with a simple daily routine owners can follow.

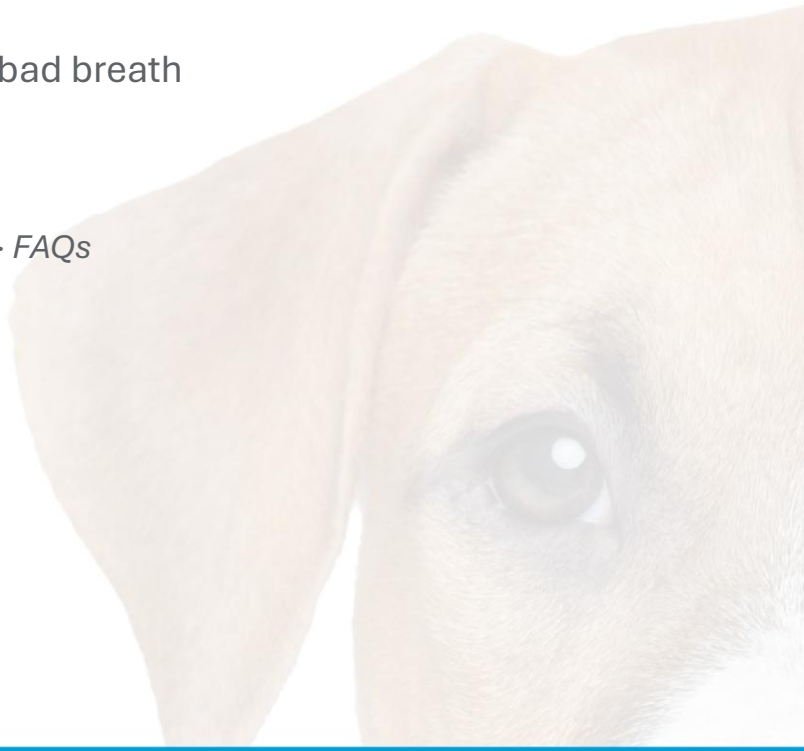
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Triple Enzymatic Toothpaste

Daily oral care, made easy

Helps reduce plaque + Reduces calculus formation + Reduces bad breath



Sales presentation · Technical brochure · Leaflet · Social-media assets · FAQs

APPENDIX

References

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