

RELEASE: Immediate

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TOOTH BRUSHING AND CARE NOT JUST FOR PEOPLE BUT FOR PETS TOO
FREE ADVICE AND DEMONSTRATION ON *DENTAL CARE FOR YOUR PET*
AT HILLCREST DOG PARK AND WELLNESS CENTER

Hermitage, Pennsylvania – November 8, 2007 — Veterinarians take dental care very seriously to ensure healthy teeth, gums, bones and connective tissue of the mouth and to ward off painful diseases such as gingivitis and periodontitis. Good dental care can even prevent dreaded “dog breath” and extend the life of a pet. According to the American Veterinary Dental Society, 70 percent of cats and 80 percent of dogs develop dental problems by age 3.

Maureen E. Altman, VMD, and Amanda Ott, technician, North Memorial Animal Hospital, New Wilmington, PA, will give advice on and demonstrate “Dental Care for Your Pet” at a free community service program offered by **Hillcrest Dog Park and Wellness Center**, 2619 East State Street, Hermitage, PA, on **Saturday, November 17, from 2-4 p.m.**

Ask-A-Vet is open to the public and offers an opportunity to learn more about specific health topics of interest to pet owners, ask medical questions of a local veterinarian, get tips on pet care, and meet with other owners in a pet-friendly environment.

Dr. Altman is owner and veterinarian of North Memorial Animal Hospital, which she established in 1996, to provide pets with the latest in medical, surgical and diagnostic facilities. The hospital offers the highest standards of veterinary care with staff members dedicated to improving the quality of life for your pets.

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Dr. Altman received a BS degree in Animal Science and Microbiology from Penn State University, a Master's degree from Youngstown State University, concentrating in cardiovascular physiology and a VMD degree from the University of Pennsylvania in Philadelphia.

Amanda Ott has more than 10 years' experience as a veterinary technician and has been with North Memorial Animal Hospital since 2003.

Hillcrest-Flynn Pet Funeral Home and Crematory, and Hillcrest Memorial Park People and Pet Gardens provide respectful, compassionate, comprehensive after-life care for pets and their families. It is the first pet funeral home and crematory to be located on the grounds of a human cemetery.

Hillcrest Dog Park and Wellness Center is the first private off-leash park for dogs in Mercer County and surrounding areas. Members can exercise their dogs and allow them to interact with other dogs in a safe, enclosed environment. It is also a venue for clinics, demonstrations and seminars to educate on pet health and safety, as well as for promoting pet adoption and socializing with other pet owners.

For more information on Hillcrest-Flynn Pet Funeral Home and Crematory, Hillcrest Memorial Park People and Pet Gardens, and Hillcrest Dog Park and Wellness Center, please visit: hillcrestflynn.com or call: **724-347-5100**.

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Please contact Catherine Susa at 412-600-4694 to arrange an interview with Dr. Altman.

Please see the attached statistics on pet dental care.

STATS AND FACTS ON PET DENTAL CARE & TEETH

According to the American Veterinary Dental Society:

- More than 80 percent of dogs and 70 percent of cats develop gum disease by the age of 3.
- A build-up of plaque in the mouth can lead to an oral disease, such as periodontal disease, which is the most common health problem in dogs and cats over age 3.
- While often resulting in the loss of teeth, the infection caused by periodontal disease can also enter the bloodstream and infect internal organs, such as the heart, lungs and kidneys.
- The AVDS has selected February as National Pet Dental Health Month.

According to the American Pet Products Manufacturers Association's (APPMA) 2005-2006 National Pet Owners Survey (NPOS):

- The use of dental products is increasing with a rapidly expanding pet dental market including products such as pet toothpaste, whitening strips, mouthwash and orthodontic products.

According to Veterinary Practice News, September 2004:

- Only 2 percent of pet owners brush their animals' teeth with enough frequency to maintain proper oral health.
- Two-thirds of pet owners claim to understand the importance of pet dental care; only one in five have attempted to brush their dog's teeth.

All About Pet Teeth:

- Puppies develop their deciduous teeth at 2 weeks of age, with their 42 permanent teeth starting to appear at 3 months.
- Kittens have their first 26 "milk" or deciduous teeth at 2 to 3 weeks of age. Their 30 permanent teeth begin erupting around 3 months.
- Cats have the fewest teeth of any common domestic mammal.

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