

3M Introduces Dental Treats that Promote Healthy Teeth and Maintain Healthy Digestion

Innovative Design Encourages Dogs to Chew More

Dog owners now can find a new, healthy option in the dog treat aisle to reward their canines. 3M Pet Care has announced the availability of 3M dental treats – the treats designed with safety in mind. Utilizing an innovative “Y-shape” three-prong design that dogs love, 3M dental treats help clean their teeth.

3M dental treats are different from rigid treats because they are made with a formula that provides a more durable chew. The added chewing allows dogs to chew treats into smaller pieces, which enhances the digestibility of the treat and promotes healthy teeth. The 3M dental treats ingredients also have been tested in veterinarian studies and have shown to break down easier in the digestive system.

“Our primary goal in developing the 3M dental treats was to offer a different product designed with safety in mind to encourage additional chewing,” says Mike Horton, business manager, 3M Pet Care. “This increased activity breaks up the treats, helps reduce plaque buildup on dogs’ teeth and promotes good dental hygiene.”

The treats are the newest addition to a line of already successful products that include 3M pet wipes, heavy-duty cloths that combine deodorizing and moisturizing ingredients, and the first 3M liquid bandage for pets, a spray-formula that develops a protective barrier over minor cuts, abrasions and skin irritations to promote healing.

The fresh mint-flavored dental treats are available in a 16 oz. package for small, medium and large-sized dogs for a suggested retail price of \$19.99. 3M dental treats will be available at PETCO and local pet retail stores in April. Additionally, 3M dental treats are available in some grocery and mass outlets. For more information, visit www.3mpetcare.com.

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Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company’s customers know they can rely on 3M to help make their lives better. 3M’s brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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