NATURAL PET CARE

PURUS pet

DENTAL GEL



Product description

Toothpaste for dogs and cats. Contains magnolia bark and red willow extracts proven to remove plaque, protect against tartar build-up and prevent bad breath. Used daily, this natural toothpaste helps to keep your pet's gums and teeth healthy and clean. Instructions: apply a small amount of toothpaste to teeth and gums using a toothbrush or a finger and gently massage it in. Recommended for regular use. Not harmful if swallowed.

Volume

50 mL

Key benefits

- Gentle, alcohol-free formula
- Suitable for regular use in pets
- Supports oral hygiene
- Supports healthy gums
- Supports balanced oral microbiome

Sustainability

Ingredients of Upcycled origin -

- Betaine - upcycled humectant from sugar production side stream

Claims

- Ingredients of natural origin;
- Flavorless;
- Fragrance free;
- Free from petroleum products;
- Foaming agents, dyes

Instruction

- Apply a small amount of toothpaste to the teeth and gums with a toothbrush or finger and massage gently.

Ingredients

Actual version on the webpage - www.puruspet.com

Key Functional Ingredients

- **Lactobacillus Ferment**– probiotic-derived ingredient that supports oral microbiome balance
- **Calcium Carbonate** – mild mineral that helps remove plaque and support clean teeth
- **Lactobacillus / Salix Purpurea Bark Ferment Extract** – postbiotic complex that supports oral hygiene and gum health
- **Magnolia Officinalis Bark Extract** – botanical extract known for antibacterial and breath-freshening properties
- **Betaine & Glycerin** – moisturising ingredients that help maintain comfort in the mouth.