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Oratene® Brushless Oral Care for Dogs and Cats Celebrates Ten Years as a Pet Healthcare Market Leader

Industry's Only Pet Oral Care Products Formulated with Two Enzyme Systems Designed for Easy-to-Use, At-Home Dental Care

February 20, 2023 – Westmont, IL. – Pet King Brands' **Oratene**® Brushless Oral Care enzyme-based dental products for pets, celebrates ten years as a leader in the pet healthcare industry. In addition, Pet King Brands is celebrating twenty-five years in the marketplace with the number one ear product for pets, **ZYMOX**®.

The **Oratene** product family was developed for daily use to help keep pets' teeth clean, gums healthy and breath fresh. In addition, **Oratene** provides therapeutic benefits for the unique oral health needs of geriatric pets, pets on medications and those pets with certain health conditions such as anxiety, thyroid dysfunction, or osteoarthritis, to name a few.

Initially **Oratene** products were only available through veterinarians and then introduced in 2013 to consumers as over-the-counter oral care solutions through specialty pet retailers. **Oratene** quickly became established as a category leader as a result of pet parents' growing demand for veterinarian-recommended oral care products that are easy to use. The product family includes the **Oratene**



Brushless Toothpaste Gel, **Oratene** Drinking Water Additive, **Oratene** Breath Freshener Spray, and **Oratene** Oral Gel and remain the only brand to feature two complete enzyme systems for effortless care at home.

“February is Pet Dental Awareness month and there is literally nothing like **Oratene** for pet oral care on the market because of the advanced enzyme technology,” said Pamela K Bosco, president and founder of Pet King Brands. Its dual multi-complex enzyme systems make **Oratene** effective for daily use to prevent periodontal disease, reduce the need for dental cleanings, and provide benefits for pets with Dry Mouth.”

Oratene's effectiveness comes from the LP3 Enzyme and the MD2 Enzyme systems. The LP3 Enzyme System combines the enzymes lactoperoxidase, lactoferrin, and lysozyme which help balance the natural oral flora and eliminates odor-causing germs and bacteria while the MD2 Enzyme System utilizes the enzymes mutanase and dextranase to dissolve plaque biofilm on the pet's teeth. The dual enzyme formulation was developed by Bosco's brother Michael Pellico, the biochemist behind the #1 dental product line for people with Dry Mouth. His advanced enzyme research has led to medical breakthroughs and the development of products that have revolutionized oral care for people and pets with Dry Mouth.

Oratene Brushless Oral Care products contain no irritating or drying agents, toxic xylitol, or tooth-staining chlorhexidine. They are readily accepted and safe for any age of dog or cat. To learn more about **Oratene** or pet Dry Mouth, visit zymox.com

About Pet King Brands, Inc.

Pet King Brands, the maker of **ZYMOX**[®] Ear and Skin products, **Oratene**[®] Brushless Oral Care, **Equine Defense**[®], and **ZYLAFEN**[®] is a leader in veterinarian-approved pet products made in the USA. Focused on the health and wellness of small and large animals of all ages, the products utilize the *Power of the LP3 Enzyme System* and have been *Resolving Ear, Skin, and Oral Conditions for Over 25 Years*. Led by President and Founder, Pamela Bosco, who first introduced **ZYMOX** in 1998 with the help of her bioscientist brother, Michael Pellico, Pet King Brands has revolutionized the way people care for animals' ears, skin, and mouth offering solutions that are gentle to the animal, easy to administer and free of harsh chemicals and antibiotics.

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