

3 Simple Steps to Start Brushing

With a little patience and practice, your dog can come to love toothbrush time.

Dog-friendly toothpaste



Never use people paste, since it can be harmful when ingested. Use toothpaste made for pups in flavors like chicken!

What You'll Need:

Toothbrush for dogs



Buy a toothbrush designed for dogs, which is smaller and softer than the one on your sink. Or use one worn on your finger.

1

Start with a massage

Get your dog used to the idea by gently massaging the lips and gradually moving to the gums and teeth.

2

Add toothpaste

Put a dab of dog-friendly toothpaste on your finger to get your dog used to the taste and feel of it.

3

Introduce the toothbrush

Hold the brush at a 45° angle and clean in small circular motions working on one part of the mouth at a time.



Have a cat? Try tuna water!

Warm your cat up to the idea of brushing by dipping your finger in tuna water. Let your cat lick it off and gradually begin massaging the gums.

Even with regular brushing, dogs need to have their teeth professionally cleaned every year. For a low additional cost, you can sign up for our Preventive Carecoverage that includes an annual dental cleaning.

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Source: ASPCA Pet Health Insurance Claims Data 1/1-12/15/15.

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