

Your Complete Oral Care Guide



bluestem[™]
oral care

Why Daily Oral Care is Important.

Good oral care for your pet isn't any different than it is for you, it needs to be done on a daily basis using multi modes of action.

- Neglect can quickly become painful for your pet and your wallet.
- Bacteria under the gum line can travel to the heart, liver and kidneys causing significant health issues.
- Symptoms include red swollen gums, bad breath, pain and tooth loss.
- 80% of dogs and 70% of cats will show some stage of gum disease by 3 years of age.

HOW CAN I TELL?

- Bad breath is usually the first telltale sign that a pet has underlying oral health issues.
- When plaque is not removed from the teeth every 12-36 hours it will begin to bind with minerals in the saliva and calcify into tartar.
- Excess tartar can work its way up into the gum line causing gingivitis and periodontal disease.
- PREVENTION IS KEY. Implementing a daily oral care routine can help reduce plaque and tartar on your pet's teeth and help prevent it from building back up.



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HOW TECHNOLOGY WORKS

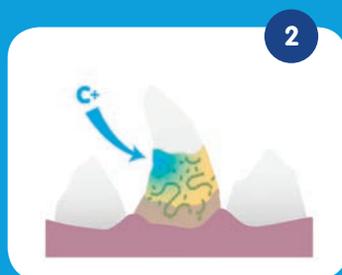
All bluestem™ products are scientifically formulated with our patent-pending coactiv+™ technology. It is a unique formulation of food-grade ingredients that safely break down plaque and tartar BIOFILM, which is a strong, web-like structure bacteria produce to protect themselves. Coactiv+ softens and breaks down this biofilm structure without any surfactants or antimicrobials. Many oral health products on the market either use harsh chemicals or they are just simple cleansing agents that mask bad breath. Only bluestem offers a patented biotechnology, scientifically formulated using cutting edge research into biofilms.

HOW IT WORKS:

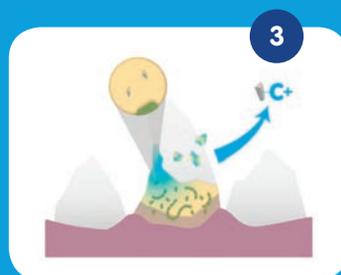
 Plaque biofilm Calcified tartar Bacteria Minerals (magnesium, calcium, iron) coactiv+™ formula Tartar flakes softened by coactiv+™



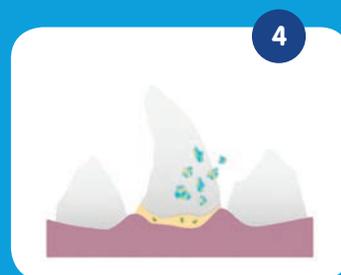
+ **STEP 1:** A pet's saliva along with food debris on their teeth contain magnesium, calcium and iron – the food source for bacteria. As bacteria are attracted to these minerals, they attach to the tooth's surface and produce plaque biofilm, which quickly progresses to calcified tartar.



+ **STEP 2:** When a bluestem product enters the mouth, these minerals immediately attach to the binding agents in our coactiv+ formula, making them unavailable to the bacteria.



+ **STEP 3:** Coactiv+ then removes the minerals from the mouth, leaving bacteria without a food source to live on. Bacteria biofilms become weak and eventually the layers of plaque buildup start to fall away.



+ **STEP 4:** Hard, calcified tartar begins to soften. It can then easily flake and break off enabling chews, wipes, toothpastes and dental diets to be much more effective.

Clinically proven safe and effective by independent, third party clinical trials.

bluestem™

Water Additive



FEATURES & BENEFITS:

bluestem™ Water Additive comes in three different flavors and is one of the easiest products to use. Just add 2 capfuls to 2.5 cups of your pet's drinking water and you're done. In an independent, Good Clinical Practice Efficacy study, dogs were given bluestem™ water additive in their daily drinking water, and by 84 days showed a 25.4% reduction in tartar – without even brushing!

- + Helps fight plaque and tartar
- + Freshens breath and improves oral hygiene
- + Original and Chicken flavors available for dogs and cats
- + Vanilla Mint flavor available for dogs only
- + Safe for daily use in all breeds and sizes
- + Does not foam or cause a slimy residue in your pet's water bowl
- + Can be used in water fountains



EASE OF USE AND EFFECTIVENESS

For best results use in combination with bluestem™ Toothpaste, bluestem™ Dental Wipes, bluestem™ Dental Chews, or bluestem™ Rawhide Chews.

PRODUCTS		EASE OF USE	EFFECTIVENESS
Daily Water Additive alone		EASY	PREVENTATIVE
Daily Water Additive + 2x week Toothpaste	+	MODERATE	CLEANING
Daily Water Additive + 2x week Dental Wipe	+	MODERATE	CLEANING
Daily Water Additive + daily Dental Chew	+	EASY	GOLD STANDARD

Oral Spray



FEATURES & BENEFITS:

bluestem™ Oral Spray is a great alternative for dogs that are on a raw diet and don't drink a lot of water, or for those dogs that are very sensitive about putting anything in their water. Another easy to use option, just lift your dog's upper lip to expose teeth and gums and spray twice on each side of the mouth. The spray comes with a no-startle nozzle.

- + Helps fight plaque and tartar
- + Freshens breath and improves oral hygiene
- + For dogs only in Vanilla Mint flavour
- + Safe for daily use in all breeds and sizes



EASE OF USE AND EFFECTIVENESS

For best results use in combination with bluestem™ Toothpaste, bluestem™ Dental Wipes, bluestem™ Dental Chews, or bluestem™ Rawhide Chews.

PRODUCTS		EASE OF USE	EFFECTIVENESS
Daily Oral Spray alone		EASY	PREVENTATIVE
Daily Oral Spray + 2x week Toothpaste	+	MODERATE	CLEANING
Daily Oral Spray + 2x week Dental Wipe	+	MODERATE	CLEANING
Daily Oral Spray + daily Dental Chew	+	EASY	GOLD STANDARD

Toothpaste



FEATURES & BENEFITS:

Brushing is the gold standard when it comes to pet oral care. bluestem™ Toothpaste is sold in combination with a dual-head toothbrush, which allows you to reach both the inside and outside of the teeth at the same time.

- + Fights plaque and reduces tartar
- + Freshens breath and improves oral hygiene
- + Coming Soon - Combo packs with our NEW dual-sized toothbrush included
 - choose the size that works best for your pet
- + For dogs and cats in chicken flavour, and dogs only in mint flavour
- + Safe for daily use in all breeds and sizes
- + Toothpaste and toothbrushes available for purchase separately



EASE OF USE AND EFFECTIVENESS

Use **daily for best results** or in combination with bluestem™ Water Additive, bluestem™ Oral Spray, bluestem™ Dental Chews, or bluestem™ Rawhide Chews.

PRODUCTS		EASE OF USE	EFFECTIVENESS
Daily Toothpaste alone		DEDICATED	GOLD STANDARD
2x week Toothpaste + daily Water Additive	+	MODERATE	CLEANING
2x week Toothpaste + daily Oral Spray	+	MODERATE	CLEANING
2x week Toothpaste + daily Dental Chew	+	MODERATE	CLEANING

Powder



FEATURES & BENEFITS:

bluestem™ Powder Water Additive is a concentrated version of their liquid Water Additive and is geared towards multi-pet households and breeders. It allows the user to pre-mix larger quantities of the water additive in containers to benefit higher water consumption households.

- + Helps fight plaque and tartar
- + Freshens breath and improves oral hygiene
- + Concentrated to allow pre-mixing of larger quantities for high water consumption households
- + For dogs and cats – safe for daily use in all breeds and sizes



EASE OF USE AND EFFECTIVENESS

For best results use in combination with bluestem™ Toothpaste, bluestem™ Dental Wipes, bluestem™ Dental Chews, or bluestem™ Rawhide Chews.

PRODUCTS		EASE OF USE	EFFECTIVENESS
Daily Powder Water Additive alone		EASY	PREVENTATIVE
Daily Powder Water Additive + 2x week Toothpaste	+	MODERATE	CLEANING
Daily Powder Water Additive + 2x week Dental Wipe	+	MODERATE	CLEANING
Daily Powder Water Additive + daily Dental Chew	+	EASY	GOLD STANDARD

Dental Wipes



FEATURES & BENEFITS:

bluestem™ Dental Wipes are made for those who can put their fingers in their pet's mouth but either find it difficult to maneuver a toothbrush or the added steps of using a paste and cleaning a toothbrush. By wrapping the wipe around your fingers and rubbing gently across your pet's teeth and gums, you can provide the preferred mechanical action of a toothpaste, without the frustration of using a toothbrush. When you're finished, the wipe just goes right into the garbage.

- + Helps fight plaque and tartar
- + Freshens breath and improves oral hygiene
- + Provides the mechanical action of brushing without the frustration of using a toothbrush
- + Using your finger gives you the confidence to know you're reaching every part of every tooth
- + For dogs and cats – safe for daily use in all breeds and sizes



EASE OF USE AND EFFECTIVENESS

For best results use in combination with bluestem™ Water Additive, bluestem™ Oral Spray, bluestem™ Dental Chews, or bluestem™ Rawhide Chews.

PRODUCTS		EASE OF USE	EFFECTIVENESS
Daily Dental Wipe alone		MODERATE	CLEANING
2x week Dental Wipe + daily Water Additive	+	MODERATE	CLEANING
2x week Dental Wipe + daily Oral Spray	+	MODERATE	CLEANING
2x week Dental Wipe + daily Dental Chew	+	MODERATE	CLEANING
Daily Dental Wipe + daily Dental Chew	+	MODERATE	GOLD STANDARD

Dental Chews



FEATURES & BENEFITS:

bluestem™ Dental Chews come in two sizes to accommodate both small and medium to large sized dogs. They are designed so that the density and texture of the chew allows your dog's tooth to penetrate right up to the gum line, while the ridges on the spokes work to remove plaque and tartar on the entire tooth. The chews are gluten free, wheat and corn free, are low calorie and low fat, have no artificial colours, and contain a natural preservative and chicken flavor that all dogs love.

- + Reduces plaque and tartar
- + Promotes fresh breath and improves oral hygiene
- + Gluten free, wheat and corn free, low fat and low calorie
- + For dogs only – Small chews for dogs 5-20 lbs , medium chews for dogs 20-50 lbs



EASE OF USE AND EFFECTIVENESS

For best results use in combination with bluestem™ Water Additive, bluestem™ Oral Spray, bluestem™ Dental Wipes, or bluestem™ Toothpaste.

PRODUCTS		EASE OF USE	EFFECTIVENESS
Daily Dental Chew alone		EASY	CLEANING
3x week Dental Chew + daily Water Additive	+	EASY	CLEANING
3x week Dental Chew + daily Oral Spray	+	MODERATE	CLEANING
Daily Dental Chew + 2x week Toothpaste	+	MODERATE	CLEANING
Daily Dental Chew + 2x week Dental Wipe	+	MODERATE	CLEANING
Daily Dental Chew + daily Dental Wipe	+	MODERATE	GOLD STANDARD

Rawhide Chews



FEATURES & BENEFITS:

bluestem™ Rawhide Dental Chews come in two sizes to accommodate both medium and large sized dogs. They are made from a single layer of beef hide, reducing the risk of choking from swallowing knots. The chews are made with a natural Poultry Digest chicken flavouring your dog will enjoy.

- + Reduces plaque and tartar
- + Promotes fresh breath and improves oral hygiene
- + Made from a single, flat layer of beef hide (no knots reduces the risk of choking)
- + For dogs only – Medium Rawhide Chews for dogs 11-25 lbs, Large Rawhide Chews for dogs 26-65 lbs



EASE OF USE AND EFFECTIVENESS

For best results use in combination with bluestem™ Water Additive, bluestem™ Oral Spray, bluestem™ Dental Wipes, or bluestem™ Toothpaste.

PRODUCTS		EASE OF USE	EFFECTIVENESS
Daily Rawhide Chew alone		EASY	CLEANING
3x week Rawhide Chew + daily Water Additive	+	EASY	CLEANING
3x week Rawhide Chew + daily Oral Spray	+	MODERATE	CLEANING
Daily Rawhide Chew + 2x week Toothpaste	+	MODERATE	CLEANING
Daily Rawhide Chew + 2x week Dental Wipe	+	MODERATE	CLEANING
Daily Rawhide Chew + daily Dental Wipe	+	MODERATE	GOLD STANDARD

The Lineup

Bluestem's extensive lineup of products make it easy to implement a daily oral care program using products that are scientifically proven to help reduce plaque and tartar buildup, work with your lifestyle, AND your pet's demeanor.

Although brushing is the gold standard it may not work for you and your lifestyle. Bluestem offers a number of pet oral care products to choose from, allowing you to turn good intentions into a successful, daily oral care routine for your pet.



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oral care

Clinical Efficacy Study

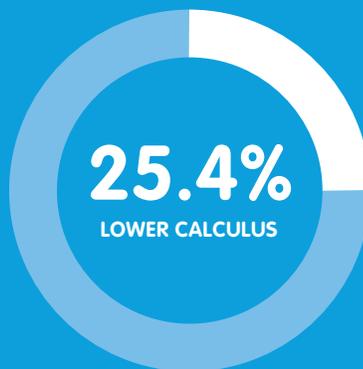


In a controlled, masked Good Clinical Practice (GCP) study, 60 healthy dogs were randomly assigned to the treated water group or the control group (30 dogs/group).

Seven days before the study began, all dogs had their teeth cleaned. On day 0, the calculus of each dog was scored. The dogs then began drinking bluestem treated water at the recommended dose for 84 consecutive days. Half the dogs received no bluestem in their water. The calculus was scored on days 28, 56, and 84. The mean calculus scores for the bluestem treated dogs were lower than the control group throughout the study.

The Results:

On day 84, the calculus score for the bluestem treated dogs was **25.4% lower than the control group**. The difference between the two groups was significant ($p < 0.03$). The study demonstrated that bluestem is effective in preventing dental calculus in dogs.



Clinical Safety Study



In a controlled, Good Scientific Practice (GSP) study, 18 dogs were studied over 30 days with one control, and two treatment groups which received 1X or 5X the recommended dose.

Clinical observations, oral assessments, body weight measurements, and clinical pathology analysis were performed during the study.

Dogs were observed daily for food intake, general appearance, and feces. Bi-weekly body weight measurements were taken, and samples for blood, serum, and coagulation were collected on days 1, 14, and 29.

The Results:

Clinical observations, physical observation, and oral assessment revealed no evidence of adverse effects related to consumption of the water additive. This study demonstrated the safety of bluestem water additive at 1 and 5 times the recommended dose for 30 consecutive days in dogs.



KANE

BIOTECH

Kane Biotech is a biotechnology company engaged in the research, development and commercialization of technologies and products that prevent and remove microbial biofilms.

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