

Say Goodbye to Doggy Breath



Tackling Doggy Breath at its Source Without the Hassle.

Just as with humans, bad breath in our canine friends mainly stems from the presence of gas-producing bacteria in the mouth. These bacteria release volatile sulfur compounds (VSCs), the primary cause of unpleasant breath odor. VSCs are able to be measured, allowing researchers to measure the efficacy of bad breath solutions.

OraCMU™ (*Weissella cibaria* CMU) is a cutting-edge oral

probiotic that specifically targets the bacteria responsible for producing these foul-smelling gases. By reducing the production of VSCs, OraCMU™ helps promote fresher breath for your pet—and a more pleasant experience for you.

The OraCMU™ strain is known for its unique ability to naturally produce high levels of hydrogen peroxide - something that most dental chews don't do. This compound is widely used in dental care for its antibacterial properties, as well as its ability to whiten teeth and remove stains. Two canine clinical studies demonstrate OraCMU's ability to reduce VSCs and deliver fresher breath (evaluated by trained examiners), in addition to helping reduce plaque and support gum health.



Fresh Breath



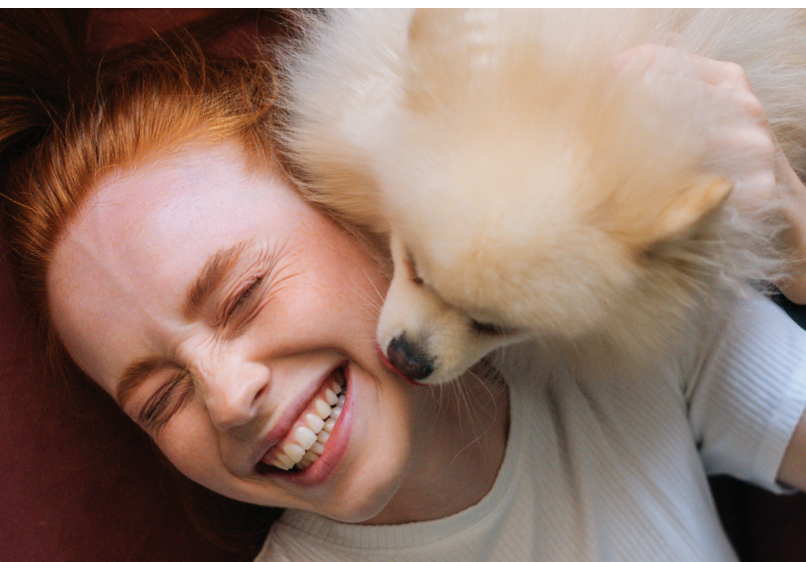
Healthy Aging



Oral Health



Oral Microbiome



Live Probiotic

Easily administered as a powder direct to mouth or sprinkled on food.



Fast-Acting

Studies saw significant reduction in VSCs within 2 weeks.



Easy to Use

Less struggle, more fun, fresher breath!



Researched in Dogs

Two canine clinical studies show OraCMU™ supports oral health.



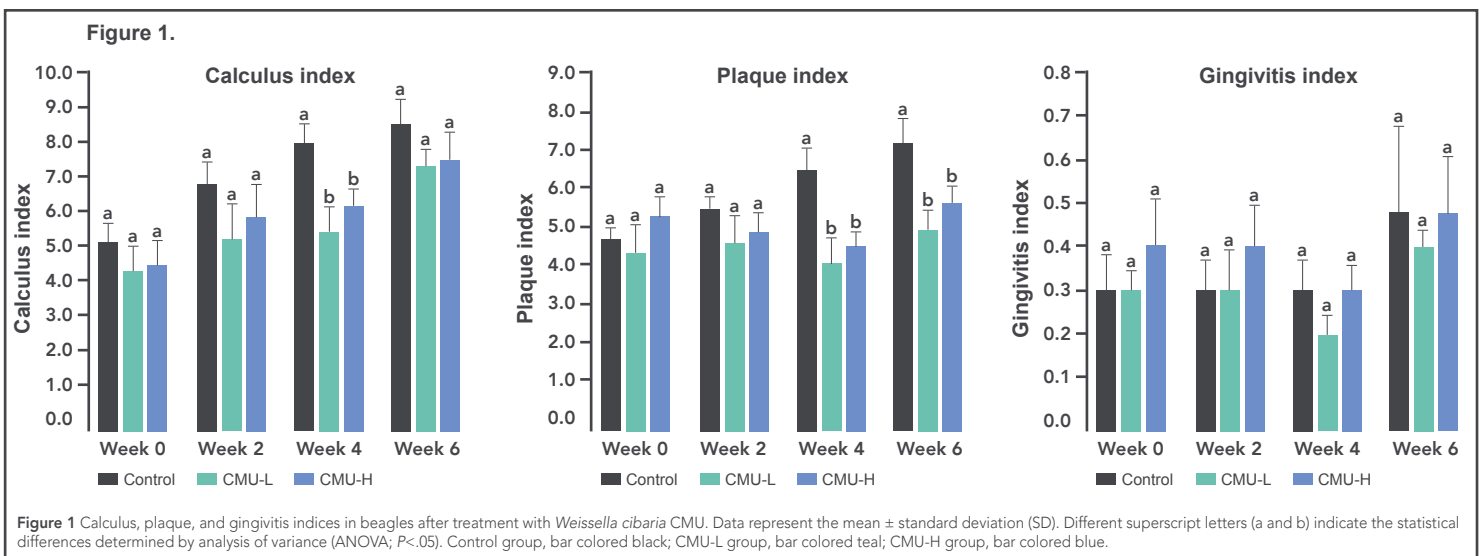
OraCMU™ Freshens Breath in as Little as Two Weeks

Organoleptic Scores (Mean ± Standard Deviation) in Beagles After Treatment of *Weissella cibaria* CMU

Group	Week 0	Week 2	Week 4	Week 6
Control	3.0 ± 0.43 ¹	3.4 ± 0.51 ¹	3.5 ± 0.67 ¹	3.7 ± 0.49 ¹
CMU-L	2.9 ± 0.51 ¹	3.0 ± 0.60 ^{1,2}	2.8 ± 0.39 ²	2.8 ± 0.58 ²
CMU-H	2.8 ± 0.87 ¹	2.8 ± 0.62 ²	2.3 ± 0.45 ³	2.2 ± 0.39 ³

Abbreviations: ANOVA, analysis of variance; CMU, Chonnam Medical University. Different superscript numbers (1, 2, 3) indicate the statistical differences determined by ANOVA ($P < .05$). CMU-H = 2B CFU ORACMU™. CMU-L = 20M CFU ORACMU™. Colored text shows first statistically significant improvement.

OraCMU™ Helps Reduce Plaque



OraCMU™ Reduces VSCs in Two Weeks

Concentrations of Total Volatile Sulfur Compounds (VSCs) in Beagle Dogs After Consumption of *Weissella cibaria* CMU

Group	Week 0	Week 2	Week 4	Week 6
PC	2.2 ± 0.72 ^b	3.2 ± 1.65 ^b	4.1 ± 1.78 ^b	4.0 ± 2.29 ^b
CMU-L	2.1 ± 1.30 ^b	2.0 ± 1.04 ^c	2.7 ± 0.80 ^c	1.6 ± 1.03 ^a
CMU-H	2.2 ± 1.72 ^b	2.6 ± 1.33 ^d	2.3 ± 1.31 ^c	2.0 ± 1.30 ^{ac}

The values are expressed as mean ± SD in ng/10 mL. Different superscript letters indicate the statistical differences determined by ANOVA ($P < 0.05$). NC, negative control; PC, positive control. CMU-H = 2B CFU OraCMU™. CMU-L = 20M CFU OraCMU™. Colored text shows first statistically significant improvement.

References

1. Kyung-Hyo Do, Ho-Eun Park, Mi-Sun Kang, Jong-Tae Kim, Ji-Eun Yeu, Wan-Kyu Lee. Korean J Vet Res. 2018;58(2): 87-94.
2. Do KH, Park HE, Kang MS, Kim JT, Yeu JE, Lee WK. J Vet Dent. 2019 Jun;36(2):135-142.

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