



*Your Dog's Dental Device and Toy™*

**FOR IMMEDIATE RELEASE**

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## **DENTAPUP®, A New and Innovative Dog Dental Device and Toy**

*The Most Innovative New 2-in-1 Dog Toy That Will Clean a Dog's Teeth and Keep Them Playing for Hours at the Same Time!*

**Warren, MI, May 2018** – PETAU LLC is excited to launch the newest dog dental toy to the market called **Dentapup**. The **Dentapup** dog dental device and toy is a paradigm shift from typical dog dental products.

With 80% of dogs having dental disease by age 3, canine dental health is now at the forefront of preventative dog health. PETAU LLC has created a patented dental dog device that is truly remarkable. Not only will **Dentapup keep dogs** engaged and happy for hours with its patented unique design but it was also designed to gently abrade plaque and tartar around teeth and gingival tissue.

PETAU is preoccupied with designing products which provide a benefit to both owners and the pets they love. They realized that despite the vast array of dog products on the market, few were designed with any specific purpose in mind and that current canine dental products, particularly and as a class, were underserving dogs and their owners. **Dentapup** is an attempt to entertain and keep-healthy dogs of all shapes and sizes while helping mitigate costly veterinary dental procedures. **Dentapup** is a canine toy designed to act as a dental device and an object of pet amusement. The product is a specially designed ring-shaped device that has counter-oriented series of teeth on its inner and outer surfaces. **Dentapup** can be used as a fetch toy or can be engaged by the dog independently. When engaged by a dog in any fashion, channels created by the teeth on both the outside and inside of the ring work to gently clean plaque and tartar from the dog's teeth to remove buildup and stimulate gingival tissue.

**Dentapup** has advantages over other toys in that can be easily thrown, rolled, flipped, and tugged and multiple dogs can utilize **Dentapup** simultaneously. **Dentapup** also has advantages over other canine dental products in that no messy pastes, sticky gels, or awkward brushings are necessary. With **Dentapup**, Dogs can help maintain oral health while they play alone, with their owners, or with each other. The play methods dogs enjoy most with Dentapup are using it as a Fetch Toy, a Pull Toy, and a Chew Toy. And not only is Dentapup non-toxic; latex-free; bisphenol A (BPA) free; bisphenol S (BPS) free; polyvinyl chloride (PVC) free; perfluorooctanoic acid (PFOA) free; and phthalate free but it's also top-shelf dishwasher safe!

**Dentapup** is currently available in baby blue. Assorted colors will be available soon to please any owner. While many canine dental products can be very expensive thus not being available to a wide market, **Dentapup** sells for a mere \$18.99 and can be currently ordered on **Dentapup.com** and [Amazon.com](https://www.amazon.com).

Also understanding the importance of giving back to our animal communities, PETAU has been proud to donate hundreds of **Dentapups** to the ASPCA, PAWS Chicago, the Anti-Cruelty Society, the Warren, MI police department canine unit and the UpDog Challenge competition.

To see **Dentapup**, PETAU will be exhibiting at Super Zoo™ (**Booth No. 2660**) in Las Vegas June 26-28th.

For media inquiries or more information about **Dentapup**, please call Edward “Gary” Urbanczyk at (586) 553-0503, or email Gary @ [edwardu@dentapup.com](mailto:edwardu@dentapup.com).



**dentapup**®