



FOR

IMMEDIATE RELEASE

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SAY A-H-H-H...Naturally!

With the firm belief that "Every animal deserves a healthy mouth – from the pampered to the rescue", HealthyMouth LLC, has always put its money where its mouth is: on meaningful clinical field study of its 100 % natural oral care products on the animals that need it most; the ones left behind. Clinically proven healthymouth™ dental water additive has already improved the lives of thousands of dogs and cats. Awarded the prestigious seal of acceptance by the prestigious Veterinary Oral Health Council (VOHC™), Healthymouth is endorsed by the Elite Board Certified Veterinary Dentists and preeminent scientists such as Dr. Jean Dodds, President of HEMOPET.

Dr. Dodds provided the test subjects in **healthymouth™** two clinical trials—rescued greyhounds of universal donor blood type who are lifesavers for pets nationwide as a part of Hemopet, an organization that provides canine blood supplies to thousands of animal clinics and hospitals while they await adoptive homes. "Keeping the greyhounds healthy can be a challenge, given the breeds' tendency toward "soft mouth" (weak gums), making the dogs highly prone to plaque build-up and bacterial infection entering the bloodstream," says Dr. Dodds. "In clinical trials, an 72 and 77 percent reduction in plaque with no digestion or stomach problems, diarrhea, or any other adverse effects was even more remarkable given the absence of chemical agents, ingredients, and enhancers."

Now, HealthyMouth is putting its money in horses' mouths, literally: expanding its product range to include oral care for horses and conducting clinical field studies on more than 80 horses who need and deserve it most—the horses left behind. On Wednesday May 12th, HealthyMouth's Equine Clinical Trial Team, comprising the country's leading equine veterinary dentists and equine vet technicians will travel to Acton, CA, donating their time and expertise to the horses at Dudes Ranch Rescue, owned by Shelley Testa who has devoted her life to these horses. This will be an intense day of taking care of horses with serious oral pathologies issues and starting them on healthymouth-giving them a second chance and perhaps a second life in a new home.

Healthymouth has already given a second chance to "Norman," a 19 yr old Barrel Riding Horse who gained national prominence some 10 years ago as the poster child for the showing the

versatility of a Tennessee Walker horse. Sadly over the years, Norman became the poster child for, “the worst mouth ever seen on a horse.” Teri Mckee, a licensed equine vet technician and part of the healthymouth clinical team, was brought I by the owner to treat the horse, “Quote..after one month drinking healthymouth every day there was a 50% change in the mouth using no other product or professional care such as cleaning or balancing the mouth, the inflammation was redced, for the first time, Norman stopped drooling and was able to really eat gaining 50 pounds, his shine came back to his coat, his eyes were bright-he was like a five year old again. “Norman hasn’t been this happy in years, says Norman’s owner, adding ...”(will get you her quote). The healthyouth team now refers to the rescue horses with the worst mouths as “The Normans,” with the hope that healthymouth can help bring back some “Normalcy,” to their lives as well and making Norman now the poster child for _____.

Periodontal disease and painful inflammation are not limited to rescue horses –it is a reality for thoroughbred horses, dressage horses, draft horses used in film and TV, police horses and companion horses much as they are for humans, dogs, and cats. “The mouth is the gateway to animals’ overall health, but moreso with horses as they have simple stomachs that work much like humans.’ Says, Karen Albert, founder of HealthyMouth, ”in addition, because the bridle rests in a horse’s mouth, oral inflammation can severely diminish a horse’s performance as well as his quality of life," Albert further explains. Just think of how big a horses mouth is, and teeth continue to grow throughout his lifetime; if neglected, the accumulation of oral bacteria results in major pockets and pain, inability to chew, and infection, putting horses at risk for abscesses in the mouth and tooth loss. Keeping a horse’s mouth balanced (known as” equilibration”) in conjunction with keeping teeth and gums clean, healthy and free of the bacteria that leads to gum disease, on a daily basis, has a huge influence on a horse's performance, movement and is essential to a happier, healthier, and ultimately, longer-lived horse.

Dr. Richard Miller, one of the pioneers of equine dentistry decided to donate his time to the healthymouth trial study for these reasons, “healthymouth has shown enormous promise on horses that seemed beyond hope and could change the landscape of oral care for all types of horses and generating new awreness of how critical a balanced and health mouth is for a horse—potentially adding years to their lives.” Adds, Lee Follett, IAED/C, there has never been a product like this for the oral health of horses. Present treatment products serve only as temporary band aids. I have seen many horses put down because of undetected dental problems. Healthymouth, used as a treatment aid with professional care presents practitioners with a natural solution that is easy for owners to use, proven safe for digestion and we have already seen remarkable results on our patients. The opportunity to be part of this breakthrough field study and to give these rescue horses the gift of improved oral health and overall long term health is the reason I got into equine dentistry.”

The media opportunities on May 12th at the Dudes Ranch Rescue will include heartwarming stories of hard-luck horses now given a second chance and the opportunity to experience first hand the definition of teamwork and giving back. The before’s and after’s will be eye-opening and moving.

More About Karen Albert

CEO Karen Albert resides in Malibu, California where **healthymouth™** is based. Before founding the company, Albert spent 20 years in international new product development and

marketing. She most recently served as Head of New Product Innovation and for a division of Rexam PLC, a leading global consumer packaging company based in Paris, where she lived for twelve years. Previously, Albert built and launched the phenomenally successful "Crème de la Mer" business for the Estee Lauder Companies.

Albert is also a US patent holder, conference speaker, and published author on the topic of bringing innovation and creativity to multinational companies. An attorney, she started her career at Skadden, Arps and later as in-house counsel for Revlon. Besides her passion for animals, books, and ballet, Albert is committed to humanitarian causes and spent a life-changing period in Ethiopia where she volunteered at the AHOPE orphanage for HIV inflicted children.

Ping-Pong was rescued by Albert from a shelter on the outskirts of Paris in 1997 as a puppy. It was love at first sight. Albert traveled frequently at the time and wanted to name her pet something that would be universally recognized. Since Shih-Tzu's are of Chinese origin and ping-pong is a popular Chinese game, Ping-Pong seemed like the perfect fit. Albert also liked the name because upon first meeting, the pup jumped up and down just like a ping-pong ball. To this day, she claims to have never visited anywhere in the world where Ping-Pong's name hasn't been easily understood. "People might forget my name, but no one ever forgets hers—it's unique, just like she is," Albert says.

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