

# Evaluation of CLUNIA® EasyDent Gel & Spray in Clinical Practice in the USA

## Introduction

Periodontal disease is the most prevalent and possibly the most underdiagnosed and undertreated health disease in dogs and cats<sup>1</sup>. Over 80% of dogs that are 2 years of age and older, and up to 90% of cats of four years and older, suffer from some form of dental disease.

Periodontal disease can be divided into two stages. Gingivitis, the first stage, can progress to periodontitis, the second stage, if not managed properly. The oral cavity harbors bacteria that multiply, forming a layer of plaque that eventually organizes into a biofilm. While some plaque is removed by the chewing and tongue movements, most of it sticks to the teeth and mineralizes to tartar. Plaque in contact with gums can cause gingivitis and trigger the development of periodontal disease.

The purpose of this evaluation was to assess the efficacy and professional satisfaction associated with CLUNIA®, a range of easy-to-use home dental care products designed to control gingivitis, plaque, tartar and halitosis.

## Materials & Methods

The products tested were CLUNIA® EasyDent Gel and CLUNIA® EasyDent Spray (Table 1).

Between January and June 2024, a product evaluation was carried out in 40 veterinary practices across the USA. Participants received a free unit of each product to evaluate. The survey consisted of an overall rating on a 0 to 5 scale and an open-ended question to share qualitative comments about their experience using the product.

	CLUNIA® EasyDent Gel		CLUNIA® EasyDent Spray	
Active Ingredients	Zinc Gluconate	1.5 %	Zinc Gluconate	1.5 %
	Taurine	0.5 %	Taurine	0.5 %
	Carboxymethylcellulose			
Presentation	4 fl. oz. / 118 ml Gel		2 fl. oz. / 59 ml Spray	

Table 1: Product characteristics

## Results

From the 40 responses received, the product evaluation achieved a **4.5** average score (Fig. 1), **90%** of participants rated the product with either 4 or 5 stars. Only three participants rated it 3 stars, and only one rated two stars. The most praised aspects of the CLUNIA® products (Fig. 2) were its **ease of application and convenience, and its efficacy**.

Here are some examples of relevant feedbacks:

- "After scaling calculus from the typical maxillary PM4/M1 with moderate gingivitis Clunia was dispensed to aid future plaque and calculus prevention, but also to decrease and heal the gingivitis. The owner liked the ease of application, and the dog didn't seem to mind application."
- "Convenient and easy to use for difficult patients not allowing teeth brushing. Good help for patients who build tartar and plaque fast."
- "This works great. I noticed a difference in my dog's breath after the first use. It neutralized the odor in their mouth instead of masking it, and it was easier to use than trying to brush their teeth. Not a lot is needed. I used about 3-4 pea sized drops on each side of upper gums since my dogs range from 56-88 lb. I will definitely be using on a daily basis."
- "I have a picky pet that is so difficult to do things to. He does not mind this at all."
- "This product is super easy to apply even to difficult patients. I have seen great success."

Figure 1: Overall rating

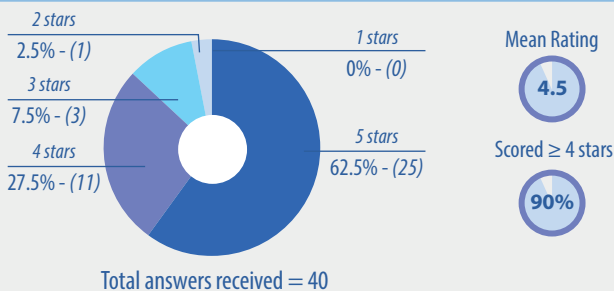
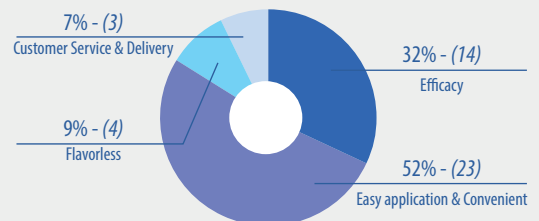


Figure 2: Most appreciated attributes



## Discussion

The products achieved an average rating of **4.5 out of 5**, along with very positive qualitative feedback, indicating high user satisfaction. The respondents particularly appreciated the products' easy application, convenience, and efficacy. Additionally, they frequently highlighted that the products are flavorless, come in good packaging, and praised the excellent customer service and speed of supply.

For oral care products to be effective in veterinary practice, they must offer an easy-to-use presentation suitable for daily use, and a high animal acceptance. While daily tooth brushing is the best way to prevent tartar buildup, it can be challenging for both pets and owners. A product that is directly applied, designed to disinfect, clean, neutralize odors, and reduce plaque and tartar - especially one that is flavorless - offers an excellent alternative for preventing dental disease and maintaining optimal oral health. These attributes confirm that the tested products are an optimal choice for daily practice.

## Conclusions & Clinical Relevance

**CLUNIA® EasyDent Gel & Spray received excellent reviews for its easy application, convenience, and efficacy, as well as for being flavorless and having good packaging.**

Based on these results, **CLUNIA® EasyDent Gel and Spray are outstanding choices for easy-to-use oral care in dogs, cats and horses, effectively helping to control gingivitis, plaque, tartar, and halitosis.**

CLUNIA® EasyDent Gel & Spray don't stain enamel, surfaces or fabrics, and they can be safely used daily and for a prolonged time.

1. Niemiec, B. et al. (2020) "World Small Animal Veterinary Association Global Dental Guidelines," Journal of Small Animal Practice, 61(7). Available at: <https://doi.org/10.1111/jsap.13132>.

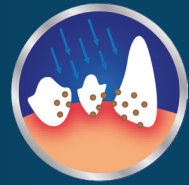
# Evaluation of CLUNIA® EasyDent Gel & Spray in Clinical Practice in the USA

Table 2: Quantitative rating and qualitative feedback received

Sample Number*	Date	Number of Stars	Review Title	Review Text
1	1/23/2024	5	Outstanding service	Absolutely great shipping time for our sample products. Easy to use products, the company provided a significant amount of information with the products as well. Great job!
2	1/24/2024	5	Great Product	Our hospital dog enjoyed this product. There is no flavoring making it easy to use since most dental products aren't palatable.
3	1/25/2024	5	Help oral health for cats, dogs and horses	After scaling calculus from the typical maxillary PM4/M1 with moderate gingivitis Clunia was dispensed to aid future plaque and calculus prevention, but also to decrease and heal the gingivitis. The owner liked the ease of application and the dog didn't seem to mind application.
4	1/26/2024	5	So far so good	Works very well so far. Can't complain about this product. One of our employees is trying it and she has mentioned it has done well with her pets.
5	1/27/2024	5	Great Product!	Great product and we love it! Would recommend to other hospital and clinic to try. Thank you.
6	1/29/2024	4	Seems like a good idea but a little hard to apply	Seems like a good idea but a little hard to apply. Drinking water additives are our easiest products for dental care in regards to client compliance.
7	1/29/2024	5	Tasty	Easy to use and the dogs all love the taste and do not fight it.
8	1/30/2024	4	Manager	I have liked this product I have only used on one patient as it is a sample I can see the use for this in the future as a new clinic I like to try all different things before I stick to 1 but so far so good thank you for the sample.
9	1/30/2024	5	Works Great	This works great I noticed a difference in my dogs breath after the first use. It neutralized the odor in their mouth instead of masking it and it was easier to use then trying to brush their teeth. Not a lot is needed I used about 3-4 pea sized drops on each side of upper gums Since my dogs range from 56-88lb. I will definitely be using on a daily basis.
10	1/30/2024	5	Nice product	This is a nice price point. Gel has a nice consistence to spread and coat gums. Got the spray too and that is a little easier for clients to apply on feisty patients. Like that either can stay on the counter for clients to remember to use as, one of our old dental product has to be kept in fridge.
11	1/31/2024	4	Easy to Apply	Easy to use the spray on my cat's gums. Not sure if there's improvement yet but will keep an eye on it.
12	1/31/2024	5	Good products	Looking into new dental products to use at the zoo during dentals, this is working well.
13	2/4/2024	5	Convenient	Convenient and easy to use for difficult patients not allowing teeth brushing. Good help for patients who build tartar and plaque fast.
14	2/5/2024	5	Hoping it helps!	I've been using it on my own dog. She's needed multiple dentals in the last year, and was getting build-up on a maxillary canine again (despite dental treats daily). Hoping this helps!
15	2/6/2024	4	Great Products	These are a great addition to any dental maintenance or care you want your clients to provide. Easy gel and spray applications.
16	2/6/2024	3	My pets do not like the spray or gel	I have tried this product on both my cat and dog. Neither of them like when I use the spray or gel on their mouths. I have to fight both of them to get the gel in their mouths. I have not noticed a change with the product yet but I have not been using it very long either. I will continue to use this sample and monitor if I notice a change in their oral hygiene after the sample is done.
17	2/7/2024	4	Gel easier to use than spray	It's too early to say how well it works for its advertised purpose. However, so far, the gel seems to be more readily accepted than the spray by the dogs we've been testing.
18	2/8/2024	5	Product review	Customer service was great. the product arrived in a timely fashion. Seems easy to use which is good for clients.
19	2/12/2024	5	Great product	Good reliable product did what it was supposed to do and was easy to use!
20	2/13/2024	5	Dental work	Just used with our dental we just had. Seems to work great! It really seems like a good product.
21	2/13/2024	4	Great for post dental home care	These are great products that we are promoting during dental health month for post-professional cleaning home care for people that have difficulty with brushing.
22	2/13/2024	5	Fresh breathe	Easy and convenient once a day application for owners. Great addition to home dental care.
23	2/18/2024	5	Great	Does what it is intended to do! The ease of application is wonderful. It has to be apply to the mouth and that's it! The simplicity and speed with which it can aid in animal dental hygiene is why I would recommend this product.
24	2/19/2024	4	Decent product	The spray and gel are easy to apply- not clear if product is helping yet, but will keep using.
25	2/19/2024	3	Not well tolerated	This product could be amazing but it hasn't been well tolerated by the patients we've tried it on. They don't like the spray sound at all and aren't a fan of the gel though that seems to go over better.
26	2/20/2024	4	Easy application	The idea behind this seems amazing! The test dog we used it on was just not a fan of it. I think this would be so amazing for dogs that will sit and let you apply things inside the mouth. Love the idea behind the application process.
27	2/21/2024	5	Sample gel and spray	I received a sample of the dental maintenance gel and spray. Both are large size bottles and the products are easy to use.
28	2/22/2024	5	Clunia	Great product and I really liked that they gave me a free sample of their product.
29	2/29/2024	2	Patients Don't Enjoy This	We've tried this with a few dogs and cats. Palatability is pretty low, made the cats hypersalivate.
30	2/29/2024	5	My dogs like it	I had no trouble applying this in to my dogs oral health routine. It is a good option.
31	3/8/2024	5	FREE CLUNIA® Dental Maintenance Gel & Spray Products	FREE CLUNIA® Dental Maintenance Gel & Spray Products is easy to administer and seems to be working.
32	3/11/2024	5	Clunia Dental Maintenance Gel & Spray	Tried this on my own pet. I will recommend this product for repetitive dentals for our patients.
33	3/11/2024	5	Thank you for the samples	We were provided with the spray and the gel. Both are great. We love that they both have no flavor or smell to them. I have to vote for the gel for better spreading ability. The spray tends to freak some of the patients out but if they are aggressive, I rather spray than use my finger to smear. :) Overall great products.
34	3/22/2024	5	Easy to use	I have a picky pet that is so difficult to do things to. He does not mind this at all!
35	4/10/2024	3	Dental Care option	The dogs that I tested the spray on did not like the spray action and ran with subsequent applications. They also didn't seem to like the taste of the gel.
36	4/23/2024	4	Dental Gel	Easy to use dental gel, applies evenly to pets teeth. No issues with bad taste or strong dental smell.
37	4/28/2024	4	Helpful additional options for dental maintenance	I liked having a few options for our team to recommend to clients, post dental for maintenance. Easy to use!
38	5/28/2024	4	Review	This product is easy to use and a good alternative for clients to use for pets teeth.
39	5/29/2024	5	Dental gel	We have not used yet, but the package insert has very clear instructions, and seems like a good product.
40	7/31/2024	5	A must have in clinic	This product is super easy to apply even to difficult patients. I have seen great success.

\*Participant details are not shared for confidentiality reasons.

# clunia<sup>®</sup>



## CLUNIA<sup>®</sup> EasyDent Gel & Spray



### Comprehensive Care and Hygiene of the Oral Cavity, Teeth and Gums

Easy to Use NO-Brush Gel & Spray for Daily Dental Care with High Compliance. Controls Gingivitis, Plaque, Tartar and Halitosis

- **Complete Formula:**
  - Zinc Gluconate promotes collagen production, allowing gingival tissue to recover
  - Zinc is also a mild antibacterial, controlling plaque without causing dysbiosis when used daily and long term
  - Taurine chelates sulfur compounds and volatile fatty acids that produce halitosis
- **Mucoadhesive → Long Contact Time → Better Efficacy**
- **Great Compliance:**
  - No Brush → Easy to Use
  - Taste Free → Better Pet Acceptance
  - Soft Squeeze Bottle → Easy to Apply
- **Small Amount Needed → Cost Effective**
- **5-Year Shelf-Life → Better Inventory Management**

## VetNova

T: 913-286-8625 | [vetnova.com](http://vetnova.com) | [info@vetnova.com](mailto:info@vetnova.com)