



## *Reference Guide*

[www.k9gentledental.ca](http://www.k9gentledental.ca)  
[info@k9gentledental.ca](mailto:info@k9gentledental.ca)

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## *Thank you for hosting a K9 Gentle Dental event!*

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Congratulations! You are now offering your clients an amazing teeth cleaning service that they are going to love! By offering our services you will help them to take better care of their canine companions' oral health while also establishing yourself as their "one-stop-shop" when it comes to their pets' needs.

This manual is meant to help you and your staff understand how hosting a K9 Gentle Dental event works and how to best utilize our services for your business. If there are any questions please don't hesitate to call or email us anytime!

Vancouver, Lower Mainland and Okanagan - 604-363-2264

Calgary and Surrounding Areas - 587-830-2066

Edmonton and Surrounding Areas - 780-318-2264

Toll-Free – 1-800-708-1597

Email – [info@k9gentledental.ca](mailto:info@k9gentledental.ca)

Social Media - Facebook, Instagram & Twitter: @k9gentledental

Social Media email - [social@k9gentledental.ca](mailto:social@k9gentledental.ca)

This manual has tons of useful information but you can also find more resources on our websites' Host Portal. Check it out!

Link - <http://k9gentledental.ca/host-a-clinic/>

Login – k9gd123

Password – freshbreath!

## Here's How It Works

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- We set an event date either in person, over the phone or via email.
- We send a booking sheet, posters, postcards, and an online promotional package to help promote the event to your clients. Log-in to the Host Portal on our website to access promotional materials, as well as request more materials for your store and much more!
- We add your business to our websites' Upcoming Locations page and direct clients who call us from your area to your business to book. We promote your events and business on all our social media platforms and can feature your business on our blogs & newsletters.
- You promote the service to your clients in store - and if you wish, on-line as well - and take the appointments. There is no minimum # of dogs needed to host an event.
- We check in with your store 1 month, week, day before to get information on the bookings. **If you are not receiving these calls please contact us right away. Our calendar is electronic and, although VERY rare, glitches can happen that may have altered the proposed date on our end.**
- On the day of, we show up and handle everything! We will interact with the customer, handle paperwork, do the cleanings, hold onto doggies until pick up, take payment, etc. We bring everything we need with us – including liability insurance, payment processing, etc.
- We clean a staff dog for free at your first event and another one at every future event with 7 or more bookings. For business owners, we will ALWAYS clean your dog for free, just make sure to only have 1 free dog booked in per event.
- If we aren't able to work on a dog for any reason, we do not charge the customer anything and their deposit will be refunded. We want to make sure your customers are very happy!

# *How to Promote Your Events*

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- Talk about it with your clients! This is the best way to have your event become a success. Interacting face to face with clients and having your knowledgeable staff answer questions in person is irreplaceable. People do have a lot of questions though, so at any time if you are unsure of an answer please ask the client to call us directly!
- Educate yourself on how the events work and what our services are all about. Read this manual or get in touch with us over the phone, email or social media if you have any questions.
- Make sure everyone knows how to take bookings in person and over the phone. We hear from clients all the time that they tried calling a location but the store was unable to take their booking because the staff was unaware of how to do so. If the booking sheet is kept somewhere that everyone can access it taking appointments can be fast and easy!
- Have an online presence regarding the service. Some locations start a Facebook event, some dedicate an entire page on their website! Whatever you do, more and more people are finding what they want with online searches. Having people in your area see that you now offer this service can bring in tons of new clients to your store. We provide you with photos and images to use online to promote your event and can assist you in any way needed. Please ask us for help with this if you are not sure how to utilize this avenue of promotion.
- If you have any other ideas on how you would like to promote your dates, please get in touch with us! We are always happy to discuss new advertising options with you. You know your clients best and if there is a way to advertise that you think will reach them, we are interested to know more!

# How to Take Your Bookings

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- Bookings will be limited to 7 dogs per day at 1 dog per hour events and 14 dogs per day at 2 dogs per hour events, with the option for one staff dog to be added as the 8th or 15th dog. This slot for the staff dog cannot be booked for a regular client, it is for you or your staff only to utilize.
- Get all the information needed from clients to be able to fill out the booking sheet completely
- Try to book all appointments in order (when possible) on the booking sheet to avoid long lag times
- Collect a \$30+GST deposit (\$31.50) and mark on the booking sheet that it was paid. The deposit is fully refundable if they cancel with 24 hour notice or if we cannot perform the cleaning for any reason. This \$30+GST is what each location keeps as their “booking incentive” per dog, so if you have already collected the deposits you will keep those, or else we will pay you at the end of the day.
- Ask the client if their dog has any health issues – if YES you can still take their booking – just ask them to give us a call to talk about the health concern. A serious health issue that we would want to talk about would be something that affects the dog on a daily basis that is not under control. Please give us a call if you are not sure.
- The day before your event we would like all the appointments to be reminded by phone. If you are busy or would like us to handle it, that’s no problem! Just send us a picture of your booking sheet to [info@k9gentledental.ca](mailto:info@k9gentledental.ca) or text a photo of it to your local K9 Gentle Dental representative
- Please make sure to stick to what you have been offered: either a 1 dog per hour day or a 2 dog per hour day. We are often operating at 2 separate locations in one day and overbooking your event cannot be accommodated as we have limited doggie teeth cleaners available to

work on any given day. If you fill all appointment slots please call us and we will do everything we can to meet your client demand!

- That's it! Please don't hesitate to get in touch if you or any of your clients have any questions about the procedure!

# Daycare & Boarding Facilities

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- Daycares, boarding facilities, and grooming salons that offer the option of having a client drop their dog off in the morning to be cleaned later in the day will have a slightly different way of running things in terms of bookings.
- Your appointment list will have an extra column for the client's e-mail and a section to check off whether the dog will be staying at the facility that day. If a client is only bringing their dog in for an appointment, then they do not need to fill out the e-mail section as we will be meeting with them on the day and complete the necessary paperwork face-to-face. However, if a client is leaving their dog for the day and a face-to-face interaction between us and them is not guaranteed, we NEED their e-mail as we have prepared a special package of documents to send them before the appointment so we can ensure we have all of their information and a signed and completed waiver before we see their dog. If they are not comfortable giving their e-mail, we will supply you with these 'daycare packages' to present to your client, to be completed and brought on the day of the appointment or beforehand.
- We cannot clean or assess a dog without a signed waiver, physically or digitally.
- Due to client confidentiality, we cannot legally rely on your business to provide us with a client's personal information. If a client has not presented us with a waiver before we see their dog, they will have to book their dog in another day to be cleaned.



# Overview of Appointments

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- The company was formed after training from a holistic veterinarian who specializes in anesthesia-free cleanings
- Each appointment takes 40-60 minutes
- Owners can stay and watch from a distance if they like - but generally, dogs are calmer and less stressed when owners aren't present
- More than 99% dogs will let us clean their teeth no problem and we will attempt cleanings even on aggressive dogs. If we can't do it, then of course there is no charge
- We will swaddle small dogs to help make them feel more secure and work in pairs for the larger dogs
- We hand-scale all the teeth – including the very back molars, the insides of the teeth, and then polish the teeth
- Tartar rebuilds differently for all dogs but we generally will advise dogs return either 6, 9 or 12 months for their next cleaning.
- We use natural products like colloidal silver and coconut oil as well as a flavourless and fluoride free prophy polish
- We have a set fee for all dogs so the clients always know exactly what they'll be paying. We accept Visa, MasterCard, Amex, debit or cash
- Watch our videos online to see us in action! Search "K9 Gentle Dental" on YouTube

# Prices

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## *Deposit \$30+GST = \$31.50*

This should be paid for all appointments. When deposits are not paid we tend to have a higher rate of “no show” appointments, which wastes the valuable slot the dog was booked in. We like to remind clients that the deposit is fully refundable if they change their mind or if their dogs’ teeth are too far-gone for our services to be effective.

The deposit is not refunded if the person cancels the day of the event. Our policy for cancellations is 24 hours in advanced but we are flexible. We pay the host business the \$30+GST deposit except in the case of a late cancellation. If the deposit has been prepaid we split that \$30+GST with the host location, if nothing has been prepaid then no monies will be exchanged.

## *Too Clean to Clean \$30+GST = \$31.50*

We see this happen mostly with puppies under the age of 1 year, but it can happen with any age. If a client is deemed “too clean to clean” we will scrape off whatever tartar is present and give them a good brushing and polish, then send them on their way with a recommendation as to when their dog may need our full services. If the client paid a deposit to your location, the deposit is NOT refunded and is split between your business and ours. If they have not paid a deposit we will collect the \$31.50 from them and pay you out for half at the end of the day. To avoid having a client be unhappy about this, you can ask any dog under 1 year of age to come in for a free consult at your next event or make sure they are ok with possibly losing their deposit if there is no tartar. We are always surprised by how much tartar puppies can have, especially in the toy breeds, so we can still take puppy appointments, but bringing it up with your client is a good idea.

We split the \$30+GST with the host business

## *Regular Cleaning \$199+GST = \$208.95*

We charge the same flat price for all dogs. We think it's best that the owner knows exactly what price to expect.

We pay the host business \$30+GST per regular cleaning appointment.

## *Staff Dog FREE*

We offer a staff dog a free cleaning at your first event and at all events with 7 or more dogs booked in! It will be up to the host business' management team to decide who will receive the free cleaning. Location owners also will receive a free cleaning at ANY event. But only one free cleaning per event.

No payment to the host business for free cleanings.

## *Staff Dog Pricing \$129.00 + GST = \$135.45*

We offer a discounted rate to staff at any event regardless of bookings. Ask your management team if you are allowed to sign your dog up for a discounted rate teeth cleaning at your works' next event.

We do not pay the host business for staff rate appointments. If the location wants to collect a \$30+gst deposit from their staff, that deposit will stay with the location but not come off our pricing.

## *Dogs with less than 15 teeth - See Chart*

Some dogs have very few teeth remaining due to dental disease or other causes. If a dog has less than 15 teeth we will provide a discounted rate to be determined by the K9 Gentle Dental team.

<i>Teeth</i>	<i>Price</i>	<i>Teeth</i>	<i>Price</i>
<u>13-15</u>	\$169 + GST	<u>6-10</u>	\$109+ GST
<u>11-12</u>	\$139 + GST	<u>1-5</u>	\$79 + GST

We pay the host business \$30+GST per discounted dog appointment for 11+ teeth and \$15+GST per discounted dog appointment for 10 teeth or less

## *Consultation - FREE*

At any event we welcome clients who are interested in our services to stop in and check it out. We will check any dogs' teeth for free but the client may need to wait if we are with a clients dog when they show up. If someone is interested in a consult before the day of the appointments, advise them to call in the morning to see if any spots have opened up or if there are any appropriate gaps in our day where we could fit them in. Otherwise you can ask them to come in at 45 past any hour, as we sometimes have leeway with appointments to quickly fit in a consult.

We do not pay the location for consultations.

## *Our Loyalty Program*

We offer our clients a loyalty program. After 8 cleanings the 9<sup>th</sup> will be 50% off! Our older program will be honoured for any previously enrolled client

# A-Z Reference Guide

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## *aggressive dogs*

We have successfully cleaned dogs that have demonstrated aggression with groomers and vets. We say that we can give it a try – and if we aren't able to safely settle them – then there is no charge to the owner. If we aren't able to clean them, we can still give the owners tips on helping the dog get used to how we hold them so they can practice at home for a few months – and we can try again.

## *certification*

Anesthesia-free teeth cleaning is not a government-regulated profession in Canada – this means that no one is officially government certified. With that being said, K9 Gentle Dental chose to be certified by the longest-standing, veterinarian-led training school – but we do not claim to be “government certified” or take part in any organizations that appear to be affiliated with the government.

## *dental chart*

We will provide a client with a dental chart if there is anything in the mouth that we would like them to keep an eye on or have their vet inspect. This is included in the digital report card alongside a legend so the client can identify the issues in a clean and concise manner.

## *follow up*

We follow up with each client 60 days after their appointment and when they are due for another cleaning with us. If you do not want us to contact your clients please make us aware of this beforehand. Otherwise, we will obtain permission from your client to contact them at that time.

## *pricing*

We charge a flat rate for our service. While there are other companies that may advertise lower pricing, they also usually quote a price range (rather than a set fee) depending on what they feel is the state of the teeth and temperament of the dog. Quite often, we hear from clients that they

ended up paying quite a bit more than they expected.

### *products we recommend*

If your business has a retail component, we will check out what dental care products you have in stock so that we can make our recommendations to your clients accordingly. We do provide each dog with a complimentary toothbrush. We generally like to recommend:

- Coconut oil for a natural toothpaste
- Infant toothbrushes (the bristles are extra soft for doggie gums)
- Vitamin C supplement (to help boost immune system after cleaning)
- Cranberry Extract Supplement (to help prevent plaque from rebuilding + antioxidants)
- Colloidal Silver (natural antiseptic and immune booster)
- Bully sticks and other natural chews
- With some notice, we can pass along distributor contact information.
- E-mail us for more information and pricing.

### *report cards*

We complete a detailed report card for each dog with notes from the appointment, suggestions for home care, and recommendations for their next cleaning date.

### *symptoms of dental pain*

Dogs rarely show signs of dental pain. Even with a cracked tooth or severely damaged gums, a dog would probably eat, play and act normally – at least for a while. It's important to encourage owners to look into their dogs' mouths and keep an eye out for:

- red/bleeding gums (or blood on chew toys or bones)
- vocalizing when dogs yawn, chew or eat
- loose / broken teeth
- bad breath
- head shyness (not wanting you to touch their head)
- chewing on one side of their mouth
- yellow/brown/black buildup on teeth (usually starts along the gums)

### *tartar and plaque*

Food particles and bacteria collect on dogs' teeth to form plaque. If not

brushed away, plaque combines with minerals in saliva to harden into tartar, which adheres strongly to teeth within 3-4 days. Once plaque calcifies into tartar, it doesn't come off by home brushing – and they should book an appointment with us. Tartar irritates the gums causing inflammation & gingivitis – seen as a reddening of the gums along the teeth. This also causes bad breath.

### *waivers*

At the beginning of the appointment, we will present the client with a liability waiver to be read thoroughly and signed. Like all pet-related services, the waiver releases both parties from liability in case of accidental injury within reasonable precautions for both our team and the dogs. We cannot clean a dog without a waiver signed. If you are a location which receives dogs for drop-off care, we will supply you with waivers and information to present to your clients at time of drop off or we will contact your clients ourselves before the day of the cleaning.

### *wiggly and nervous dogs*

Nearly all clients worry that their dogs will not calm down enough for us to complete the cleaning – when in reality, we have successfully cleaned more than 99% of our appointments! We just reassure a client that if we aren't able to clean their dog, then there is no charge to them – so it's worth giving it a shot. We settle dogs with our calm demeanour, gentle handling, and also because we work in pairs.

### *veterinary referrals*

If the state of a dogs' mouth requires veterinary attention (loose teeth, severe gum disease, etc.), we will discuss options with the owner and provide referrals as requested. If the dog is not suitable for anesthesia-free cleaning, we will let the owner know – and there is no charge to the owner (the deposit will also be refunded)

# *Frequently Asked Questions*

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Below are some frequently asked questions we hear from clients all the time. By familiarizing yourself with this information you will be better able to answer clients questions and concerns.

## *How do you keep the dogs still during their cleaning?*

This is definitely our most frequently asked question! Most of our clients come in being uncertain about whether their dog will cooperate – and we can tell you from experience that we are able to successfully calm and clean more than 99% of the time! Check out our videos on YouTube to see how we hold and lay down the dogs.

## *What happens during a cleaning with K9 Gentle Dental?*

Your pet lies on the floor on a supportive dog bed with their head in our lap. With small dogs, we may swaddle them in a towel to make them feel more secure. Someone is always available for belly rubs and we always talk to the doggies to help them understand that they are safe and that we are there to help. We hand scale their teeth with manual dental instruments inside and out, removing the tartar build up. When we are done scaling, we gently polish the teeth. When the cleaning is over and you are back to pick up your dog, you will receive a report card telling you what we were able to see during their appointment as well as a loyalty card and possibly a chart of your dogs teeth with any notes about specific areas that we want you and your vet to keep an eye on or inspect further.

## *What if my dog has really bad teeth?*

When you come in for your appointment we will look in your pet's mouth to check for any problems. If we see anything that appears to need a veterinarian's attention, we will recommend that you see your vet to have a dental cleaning under anesthesia and there will be no charge. Before we get started we will check the mouth for: tooth mobility, visibly apparent gum recession, breaks/chips, bleeding/swollen gums, tissue injuries or signs of infection. If during the appointment we find any problems that we



didn't see right away, we will either call you or put the information on your report card so you can discuss any further action with your own veterinarian.

### *Do you polish the teeth?*

Yes, we carefully polish the teeth at the end of the dental cleaning. We use the same product, called Prophy Paste, which your human hygienist uses to polish your teeth, just without any flavours or fluorides. We also do not use a mechanical polisher as the noises and vibrations may frighten the doggies. We use a toothbrush to gently and effectively polish the teeth.

### *How effective is this method of teeth cleaning?*

We do a great job of cleaning the inside and outside surfaces of your dog's teeth, but our services are considered hygienic and not a medical procedure. We can help your doggie maintain a healthy mouth, but if there are already issues with infection or disease, we are not able to treat or diagnose anything and may not be able to help you reverse those issues. We take care to do a great job every time; however, there are circumstances where we might not be able to remove all the tartar and may refer you to your veterinarian – for example when there are deep pockets, root exposure or excessive wiggling. If we are not able to complete the cleaning, there is no charge for the visit. No method is completely effective long term unless maintenance is practiced at home. So don't forget to brush! Imagine if you depended on your hygienist to keep your teeth clean without doing your daily oral care routine at home – not a good idea!

### *If my dog gets teeth pulled, how will they eat?*

Dogs are very resilient when it comes to healing and leading a normal life after dental surgery. We have seen many dogs who have little to no teeth left who still love to grab a hold of their bully stick or their big brothers crunchy kibble! They may not even realize that any teeth are gone – they just know that they feel much better. Some adjustments to diet may be needed but they can be very simple. Soft food like a raw diet can be really easy for dogs who have little to no teeth to switch to, or even soaking their favourite kibble in some warm water will soften it up enough for them

to be able to eat it. The most important thing to remember is that your dog will be happier and healthier after their bad teeth are extracted.

### *Do you clean under the gum line?*

We can clean along the gum line but we do not clean out deep gum recession. We do not measure depth of gum recession and would not be able to know how deep we could go before our sharp tools would hit tissue and that would be painful! Our doggies also don't understand the "say ahhhh" command like we do when we see our dentist so we can't guarantee that doggies won't move unexpectedly and therefore want to take precautions to avoid injuries. We can however clean the tartar around the gums and because gums are pliable we can move them to remove tartar that may be accumulated right along the gum line. Gums have a natural overhang of a few millimetres and it is not painful or dangerous to clean within that area.

### *What's the difference between an anesthesia-free teeth cleaning and a veterinary cleaning done under anesthesia?*

There actually is a big difference. Even though the veterinary option is called a "teeth cleaning" they actually do a lot more when done properly. Not only do they clean, but they can also diagnose and treat diseases and infections and can clean into deep pockets. They may do x-rays and measure pockets as well as part of their diagnoses process. These are all things that we cannot really do when the dog is awake and without a veterinarian present. Since we can look for abnormalities in the mouth but would not know if they were actually a problem, these are times when we will refer dogs back to their vets. Because we are not veterinarians we cannot provide any type of diagnoses or treatment of disease as that would begin to tread in veterinary medicine and would be against the law. We provide a hygienic service to keep the mouth cleaner, which has been proven in humans to help ward off the later issues of dental disease.

### *What can I do to keep my dogs teeth clean at home?*

**BRUSH YOUR DOGS TEETH!** If you never brushed your own teeth at home would you expect to have great dental check ups? Probably not.

But still so many people don't understand the importance of at home regular care. Without this aspect most dogs will slowly develop gum disease, which can snowball into full-blown infections and other periodontal issues (issues with the structures supporting the teeth and mouth, such as bones). Also natural chews (bully sticks, raw and dehydrated bones, etc.), supplements and the dental sprays and gels are also great, but will not replace a toothbrush.

### *What's the best toothpaste/dental treat?*

We love using coconut oil as a natural toothpaste. The same stuff you use at home for cooking is perfect. We are supportive of any dental treat as long as it something they actually have to chew on. Things that crumble like a cookie tend to do very little in our opinion. Things like dental diets have not proven to provide much more of a benefit (as far as we have been able to see) than a dog on any other food so we tend to discourage their use (mainly because of their low quality ingredients). But whatever the case we try to be supportive of owners who are at least trying to care for their pets' teeth. We generally will refer them to YOU, the store staff for recommendations and products.

# *Communicable Diseases*

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If the situation arises where one of the clients we see has a communicable disease such as Canine Distemper, Canine Influenza, Canine Parvovirus, Leptospirosis, Kennel Cough, Intestinal Parasites, Rabies, Fungal Infections, and external parasites like Fleas, Ticks, or Mange, then we will have to suspend the clinic immediately. We will contact the rest of the clients for the day and cancel their appointments to be rescheduled at a later date.

Due to the mobility of our service and the number of dogs we see in one day, as well as how often we work in vastly different locations, communicable diseases can be spread very easily if we are not made aware right away. When we encounter an issue like this, we have to clean and sanitize every single part of our kit to ensure the safety of our clients and our host locations. Until we receive confirmation that the situation has been resolved either at the host location or with the dogs in question, all activities regarding the affected person or persons will be suspended.

This is a very rare occurrence, but we must take every possible precaution when dealing with other people's pets and companions. This is also why we need signed waivers for each and every dog we see, as it includes a section about reasonable precaution with health issues, and why we need to know of any possible health issues that an animal might have. Many owners don't consider telling us about issues that their dog may have, as they see it as a non-issue or one that is in the process of resolution where in reality, it can still be spread and become an issue for another pet.

We take every precaution to keep our kit sanitized and clean, and do our best to leave your area as clean as it was when we arrived. If you have any recent history of any of the above communicable issues at your location, we would appreciate a heads-up so we can make sure we are proceeding with the dentals in a way that is safe and convenient for all parties.

## *Late Pick-up Policy*

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Due to the nature of our work it is very important that clients pick up their dogs at the predetermined time that is advised to them during the drop off stage. When dogs are left in our care for longer than planned, we become short handed and worry about the dogs safety -first and foremost - being compromised. We have implemented this policy to try to discourage people from leaving their pet in our care for longer than advised.

While we are very understanding of unforeseen circumstances, we will enforce this policy on clients who are late picking up their pets.

The fees are as follows:

10 minutes - FREE late window

11-15 minutes - \$10+gst

16-20 minutes - \$15+gst

21-25 minutes - \$25+gst

26-30 minutes - \$35+gst

31+ minutes - \$40+gst

# Social Media

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Our social media goals are to:

- Engage with prospective clients to answer questions about our services
- Help connect prospective clients with our host business's - a.k.a. YOU
- Promote events and our the businesses we partner with
- Spread knowledge about animal (mostly dental) health and care

Our social media plan is:

- Post daily stories to Instagram and Facebook
- Post daily photos to our main Instagram and Facebook pages
- Include our host locations in our stories on Instagram and Facebook by tagging their pages
- Help our followers find their local stores by posting a “where we are this week” story each Sunday
- Continue to grow our following on all social media channels

While we have always strived to include all our locations on our social media pages fairly, being a busy appointment based business means that sometimes we don't have time to snap a cute pic and post it on the day of your event. We also aim to promote your event before it happens and have found it difficult to post engaging images that are FROM your store to do so.

So in 2020 we are asking for a little more participation from our host partners. Here are some ways you can help us include you on our social media channels:

1. Email us your photos! [social@k9gentledental.ca](mailto:social@k9gentledental.ca) - This email will be dedicated to our social media channels so feel free to send over:
  - Photos of your store, dogs or new/unique products that you want highlighted
  - Requests for event promotions
    - We can help pay for event promotion online in your neighbourhood but we only will pay for an online ad if your event has less than half of the appointments booked at the 1 week out marker and will only do so at your request - so let us know!

- Anything to do with social media! We welcome any ideas you have!
- 2. Tag us on Instagram and Facebook (@k9gentledental) and we will share and tag you back.
- 3. Tag us in comments if people have questions about your dental posts so we can handle the conversation for you.
- 4. Let us know about giveaways or contests you are holding as we love to donate prizes!

If you have ANY feedback or suggestions email us and let us know!