

The Missing Link Smartmouth® 7-in-1 veterinarian developed dental chews have unique ridges that clean teeth & freshen dog breath and include key ingredients to support hip & joint mobility (glucosamine), skin & coat health (balanced omegas), cardiovascular stability (flaxseed), aid in digestion (flaxseed) and provide a daily vitamin supplement from the most trusted pet supplement brand, The Missing Link®.



- Large/XL 28-day count
- Large/XL 14-day count
- Large/XL sample
- Small/Medium 28-day count
- Small/Medium 14-day count
- Small/Medium sample
- Petite 28-day count
- Single Chew dispensers, 60-ct
- Floor Stand Display

2021 SMARTMOUTH MEDIA SUPPORT

Set to reach at least 30 Million hyper-targeted dental pet consumers

NATIONAL CONNECTED TV
CAMPAIGN

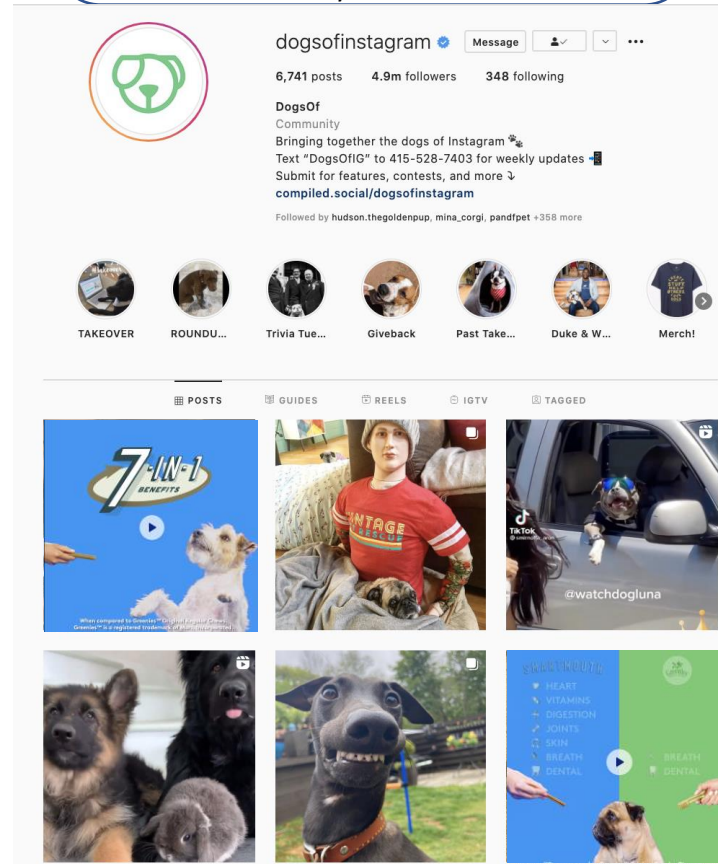
May - July



@DOGSOFINSTAGRAM
PARTNERSHIP & 30K SAMPLE
GIVEAWAY

Summer: August – October

Holiday: December



ROBUST DIGITAL
MARKETING CAMPAIGN

January - December

