

INDEPENDENT VETERINARY REVIEW

Dental Glow - Daily Dental Powder

Prepared for
Prepared by
Date

Pup Choice / Brainiac Brands
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August 13, 2026

Purpose of Review

I was asked to independently review the proposed Dental Glow Daily Dental Powder for dogs from a veterinary standpoint. My review focused on the overall formulation, individual ingredients and their proposed amounts, dosing recommendations, safety considerations, intended product claims, manufacturing information, and the role this product could reasonably play in a canine oral-health program.

Based on the information provided to me, Dental Glow is intended to be used once daily as a chicken-free food topper designed to support canine oral health through several complementary mechanisms.

After reviewing the formulation and supporting product information, I approve the Dental Glow formulation for its intended use as a daily oral-health supplement for healthy dogs when administered according to the recommended directions.

Overall Veterinary Assessment

I approve the Dental Glow formulation as presented. In my opinion, the product has been thoughtfully formulated and uses a logical multi-mechanism approach to canine oral health rather than relying on a single ingredient or pathway.

The formula combines ingredients intended to support several important aspects of routine oral care, including:

- Fresh breath
- Gum health
- Daily plaque control
- Tartar management
- A healthy oral environment

The foundation of the formula is particularly strong because it combines *Ascophyllum nodosum*, sodium hexametaphosphate, zinc, polyphenol-containing ingredients, and an enzyme system. These ingredients provide complementary functions within the overall formulation.

I also consider the conservative positioning of the product to be appropriate. Dental Glow is being presented as a daily oral-health supplement rather than as a treatment for periodontal disease or

as a substitute for professional veterinary dental care. For these reasons, I believe the formulation is appropriate for its intended purpose.

Formula Reviewed

The proposed serving size is one 3.5-gram scoop administered once daily with food.

Ingredient	Amount per Full Scoop
Clinoptilolite zeolite	500 mg
Ascophyllum nodosum kelp	330 mg
Marine collagen peptides	250 mg
Sodium hexametaphosphate	150 mg
Pomegranate extract, standardized to 40% polyphenols	100 mg
Parsley leaf powder	50 mg
Dental enzyme blend	40 mg
Decaffeinated green tea extract, 50% polyphenols	25 mg
Spore synbiotic	10 mg / 1 billion CFU
Zinc, as zinc glycinate	7.5 mg
Spray-dried pork liver	105 mg
Coconut MCT oil powder	70 mg
Brewer's yeast	35 mg
Mixed tocopherols	4 mg
Acacia gum	Quantity sufficient to complete 3.5 g

Reasons for Veterinary Approval

1. Multi-Mechanism Formulation

One of the primary reasons I support this product is that it does not depend on a single ingredient. Dental Glow combines multiple approaches to oral-health support. Ascophyllum nodosum and sodium hexametaphosphate provide the core plaque and tartar strategy; zinc supports breath; pomegranate and green tea provide polyphenols; the enzyme blend adds another plaque-support mechanism; marine collagen supports connective tissue; and the synbiotic provides broader microbiome support.

I believe this creates a more complete oral-health formulation than a product centered around only one active component.

2. Strong Core Ingredients

The ingredients I consider most important to the overall formulation are Ascophyllum nodosum, sodium hexametaphosphate, and zinc. Together, these provide a reasonable foundation for a daily dental supplement. The polyphenols, enzyme blend, collagen, synbiotic, parsley, and green tea extract complement that core rather than replacing it.

3. Ascophyllum nodosum

I consider Ascophyllum nodosum one of the strongest components of this formula. Published canine research supports orally administered Ascophyllum nodosum for helping reduce plaque and calculus accumulation and improving measures associated with oral malodor.

The proposed dosing provides:

- Dogs up to 25 lb: 165 mg per day
- Dogs 26-75 lb: 330 mg per day
- Dogs over 75 lb: 495 mg per day

I like the weight-based approach because the product is intended for dogs across a wide range of body sizes. Since Ascophyllum naturally contains iodine, I also support retaining the proposed thyroid-related caution and maintaining raw-material and finished-product quality specifications.

4. Sodium Hexametaphosphate

The formula contains 150 mg of sodium hexametaphosphate per full scoop. I consider this a useful component because its intended role involves calcium sequestration and helping control the mineralization process associated with tartar buildup. It complements Ascophyllum by addressing a different part of the plaque-to-calculus process.

5. Zinc for Breath Support

I support the inclusion of zinc as zinc glycinate. Zinc is relevant to oral malodor because it can interact with volatile sulfur compounds associated with bad breath. This makes it a logical component of the product's fresh-breath positioning.

6. Polyphenol Support

Pomegranate extract and decaffeinated green tea extract provide additional polyphenol support. I view these as secondary but useful components of the formula. I also like that the green tea extract is specifically described as decaffeinated for use in dogs.

7. Dental Enzyme Blend

The dental enzyme blend includes amylase, protease, glucose oxidase, beta-glucanase, amyloglucosidase, lysozyme, papain, and protease NK. I believe the inclusion of an enzyme system fits well with the product's multi-mechanism design. The formulation appropriately uses the enzymes as a supportive component rather than making them the sole dental active.

8. Gum and Connective-Tissue Support

The product contains 250 mg of marine collagen peptides per full scoop. I view collagen as a supportive ingredient rather than a primary dental active. Its inclusion is reasonable within the context of supporting gum and connective-tissue health and gives the formulation a broader oral-health focus.

9. Microbiome Support

The spore-based synbiotic contains *Bacillus coagulans*, *Bacillus subtilis*, *Bacillus clausii*, and FOS and provides 1 billion CFU per full serving. I am comfortable with its inclusion as a supportive component of the overall formulation.

10. Palatability and Daily Compliance

A daily supplement only provides benefit when pet owners can administer it consistently. The formulation includes spray-dried pork liver, coconut MCT oil powder, brewer's yeast, and acacia gum to support palatability, adherence to food, and product consistency. The chicken-free positioning is also consistent with the formulation provided.

Dosing Assessment

The proposed once-daily dosing schedule is:

Dog Weight	Daily Amount
Up to 25 lb	1/2 scoop
26-75 lb	1 scoop
Over 75 lb	1 1/2 scoops

I like the simplicity of this dosing schedule. It is straightforward for pet owners and realistic for long-term use. I also agree with introducing the powder gradually over approximately seven days, which is a practical approach for a multi-ingredient supplement and may help reduce gastrointestinal upset when first introduced.

Safety and Quality Considerations

Thyroid Considerations

Because *Ascophyllum* naturally contains iodine, I support including a caution for dogs with thyroid disease or dogs receiving thyroid medication. The proposed wording recommending veterinary guidance in these cases is appropriate.

Pregnancy and Lactation

I agree with the proposed precaution recommending veterinary guidance before use in pregnant or lactating dogs. This is a reasonable approach for a multi-ingredient product containing botanical and marine-derived ingredients.

Heavy-Metal and Microbial Testing

I consider third-party heavy-metal and microbial testing an important strength of the quality-control program. This is particularly relevant for naturally sourced ingredients such as kelp, zeolite, and marine collagen. Maintaining per-lot Certificates of Analysis and appropriate raw-material specifications adds credibility to the finished product.

Manufacturing and Stability

The supplied product information states that the supplement is produced in a U.S. cGMP-certified, NASC-preferred facility, with third-party heavy-metal and microbial testing and per-lot Certificates of Analysis. The packaging also includes an induction seal and desiccant, which is appropriate for protecting enzyme activity and probiotic viability.

Review of Intended Claims

Based on the formulation reviewed, I support the following consumer-facing claim set:

- Freshens Breath
- Supports Gum Health
- Supports Daily Plaque Control
- Helps Control Tartar Buildup

I believe these claims communicate the intended benefits while remaining appropriately conservative. I recommend continuing to avoid claims that the product treats, cures, or prevents

periodontal disease, removes established tartar, replaces professional dental cleanings, or is clinically proven unless the finished product itself has been studied.

Role in a Canine Dental-Care Program

I consider Dental Glow an appropriate adjunct to a comprehensive canine oral-health program. I would not recommend presenting the product as a replacement for routine veterinary oral examinations, professional dental cleanings when indicated, tooth brushing, appropriate dental diets or chews, or other veterinarian-recommended home dental care.

Established mineralized dental calculus may still require mechanical removal. The most appropriate role for Dental Glow is therefore ongoing oral-health maintenance and support for fresh breath, gum health, daily plaque control, and management of future tartar accumulation.

Final Veterinary Approval

After reviewing the complete formulation, ingredient amounts, proposed dosing, cautions, intended claims, manufacturing information, and overall product positioning, I approve Dental Glow for its intended use as a daily canine oral-health supplement.

Several factors contributed to my decision. The formulation uses a logical multi-mechanism approach; the core combination of *Ascophyllum nodosum*, sodium hexametaphosphate, and zinc provides a strong foundation; the supporting ingredients complement that core without creating an unnecessarily complicated dosing strategy; the weight-based dosing is straightforward for pet owners; the safety precautions are appropriate; and the proposed manufacturing and quality-control program includes third-party testing and per-lot documentation.

Taken together, I believe Dental Glow is a well-designed and appropriately positioned canine dental supplement. I approve the formulation as presented for use in healthy dogs according to the recommended dosing instructions.

As with any daily oral-health supplement, Dental Glow should be used as part of a comprehensive dental-care program and should not be considered a replacement for routine veterinary examinations or professional dental treatment when those services are indicated.

My approval is based on the formulation, dosing information, safety precautions, manufacturing information, and intended claims provided to me for veterinary review.

Joseph Menicucci, DVM, MBA

Veterinarian

Dr. Joe Menicucci

Independent Veterinary Formulation Review