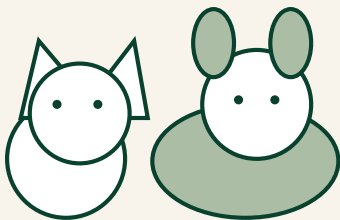


GENTLE START

30-Day Toothbrushing Training Guide

For Dogs & Cats



Soft. Slow. Reward.

30 days is a route, not a test. Repeat any day as needed.

Before You Start

A gradual familiarization and habit-building plan - not a clinical treatment protocol.

Daily brushing is the long-term goal. Start small, never punish, and reward every calm session right away.

STOP AND CONTACT YOUR VETERINARIAN

Obvious oral pain, persistent bleeding, marked gum redness or swelling, excessive drooling, difficulty eating, a loose or broken tooth, or facial swelling.

Use pet toothpaste only. Never use human toothpaste.

Do not rely on training to push through clear signs of oral disease.

Your Training Tools

Keep every tool clean, intact, and easy to reach.



Small-Head Soft-Bristle Pet Toothbrush

For the gradual transition to light daily brushing.



Silicone Finger Brush

A training and transition tool. It is not bite protection.



Pet Toothpaste

See the toothpaste tube or outer package for the ingredient list.

Keep your finger shallow. Do not place it deeply in the mouth of a pet that may bite.

How to Brush

Start with outer tooth surfaces. Keep the mouth naturally closed when practical.

1

Lift the lip gently

Let the outer tooth surface show briefly.

2

Aim about 45 degrees

Point bristles toward the gumline.

3

Use short, gentle strokes

Move lightly across the outer surface.

4

Reduce pressure

If bristles visibly bend, reduce pressure.



Never force the mouth open.

Days 1-5

One small step at a time.

01

Meet the Brush

30-45 sec

Let your pet see and sniff the main brush outside the mouth.

02

Brush Near the Face

30-45 sec

Hold the brush near one cheek, then move it away and reward calm behavior.

03

Cheek Touch

30-45 sec

With an empty hand, touch one cheek briefly. Stop after a calm touch.

04

Both Cheeks

30-60 sec

Briefly touch each cheek. Do not touch the mouth today.

05

Toward the Lip

30-60 sec

Stroke from the cheek toward the lip corner. Step back if your pet turns away.

Days 6-10

One small step at a time.

06

Lift the Lip

30-60 sec

Lift one side of the lip briefly so the outer tooth surface is visible.

07

Touch One Tooth

30-60 sec

With clean hands, lightly touch one outer tooth. Stop if this appears painful.

08

Meet Pet Toothpaste

30-60 sec

Let your pet smell pet toothpaste. Offer only a tiny amount as directed on the product label.

09

Meet the Finger Brush

30-60 sec

Let your pet smell the finger brush outside the mouth. Wear it, but do not place it inside yet.

10

Touch the Lip Corner

30-60 sec

With the finger brush on, lightly touch the lip corner. Do not use it with a pet that may bite.

Days 11-15

One small step at a time.

11

Outer Canine

45-75 sec

Lift the lip and briefly touch one outer canine with the finger brush. Keep your finger shallow.

12

Both Outer Sides

45-75 sec

Make one brief contact on each outer side. Start with the easier side.

13

Short Wipe

45-90 sec

Use one or two very short, light wipes on an outer tooth surface.

14

Finger-Brush Milestone

1-2 min

Make a few low-pressure contacts on both outer sides while your pet stays relaxed.

15

Main Brush Returns

30-60 sec

Let your pet sniff the small-head brush again. It may stay outside the mouth today.

Days 16-20

One small step at a time.

16

Brush Head Near Teeth

45-75 sec

Lift the lip and hold the brush head near an outer tooth for one second.

17

First Bristle Touch

45-90 sec

Let the bristles lightly touch one outer tooth. Do not visibly bend the bristles.

18

Find About 45 Degrees

45-90 sec

Aim the bristles about 45 degrees toward the gumline and lightly touch an outer surface.

19

First Short Stroke

1-2 min

Use one light, short stroke on a small outer tooth area, then release and reward.

20

Two or Three Strokes

1-2 min

Use two or three short strokes on the easier side. Try the other side only if comfortable.

Days 21-25

One small step at a time.

21

Both-Side Milestone

1-2 min

Complete a brief main-brush contact on both outer sides. Do not chase full-mouth coverage.

22

Add One Tooth

1-2 min

After a successful spot, add one neighboring outer tooth. Expand only a little at a time.

23

Outer Premolars

1-2 min

When your pet is relaxed, briefly include one or two outer premolars. Do not force the mouth open.

24

Same Time Daily

1-2 min

Choose a calm, predictable time each day. A repeatable routine makes brushing easier to expect.

25

Consolidate

1-2 min

Repeat the most successful sequence without adding difficulty: lift lip, light brush, reward.

Days 26-30

One small step at a time.

26

One More Area

1-2 min

When your pet is relaxed, add one tooth or small outer area beyond yesterday's coverage.

27

Alternate Sides

1-2 min

Start with the easier side, then switch. Keep both sides brief and familiar.

28

Daily-Style Session

1-2 min

Complete a low-pressure session across the outer tooth surfaces your pet accepts.

29

Practice Stepping Back

30 sec-2 min

If your pet is sensitive today, return to an easier step. That is part of the plan.

30

Gentle Start Routine

1-2 min

Cover the major outer tooth surfaces your pet accepts at low pressure, then continue day by day.

Correct Pressure + 45 Degrees

Light contact matters more than force.

Correct Pressure

Bristles remain mostly straight. Use a light touch.



Too Much Pressure

If bristles visibly bend, reduce pressure.



Aim bristles toward the gumline at about 45 degrees.

Start with the outer tooth surfaces.

Troubleshooting

A shorter, calmer session is always a valid choice.

Your Pet Needs More Time

Repeat any day. If your pet becomes clearly distressed, end the session and return to an easier step next time.

End This Session

Strong struggling, growling, hissing, or attempted biting means the session is over. Do not push through it.

Contact Your Veterinarian

Contact a veterinarian for pain, persistent bleeding, marked swelling, excessive drooling, eating difficulty, a loose or broken tooth, or facial swelling.

Cleaning + Tool Replacement

Inspect every tool after use.

Clean After Every Use

Rinse thoroughly under running water, then air-dry in a clean, ventilated place. Do not boil, bleach, use alcohol, UV, or a dishwasher.



Replace the Tool Immediately

Replace immediately if bristles loosen or shed, the brush head cracks, bristles become badly deformed, or the finger brush tears.

A finger brush is not bite protection.

30-Day Tracker

Mark a circle after each calm practice session.

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30

Every calm small step is worth rewarding.

After Day 30

Continue building a gentle, predictable daily habit.

Daily Gentle Routine

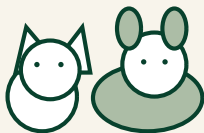
Keep outer tooth surfaces first, use light pressure and short strokes, then reward. If your pet is sensitive on a given day, return to an easier step.

When You Need More Support

Contact a veterinarian for pain, persistent bleeding, marked gum redness or swelling, excessive drooling, eating difficulty, a loose or broken tooth, or facial swelling.

Stay Connected

A gentle daily brushing habit starts with one small step.



FALZENIQ

Continue Your Gentle Start

Scan for your 30-Day Gentle Start Guide, brushing tips, training support, and new educational resources.



Scan to continue your journey

falzeniq.com/start

Need Help?

Every pet learns at a different pace. Take your time, repeat earlier steps when needed, and keep the experience calm and positive.

support@falzeniq.com