

From: Dixon, Jennifer

Sent: 12/8/2011 10:04:33 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 77980412 - PLAQUE-ZAPPER -
N/A - SU - Request for Reconsideration Denied - Return to TTAB - Message 3 of 4

Attachment Information:

Count: 6

Files: pettreat1-2.jpg, pettreat1-3.jpg, pettreat1-4.jpg, pettreat1-5.jpg, app3-1.jpg, app3-2.jpg

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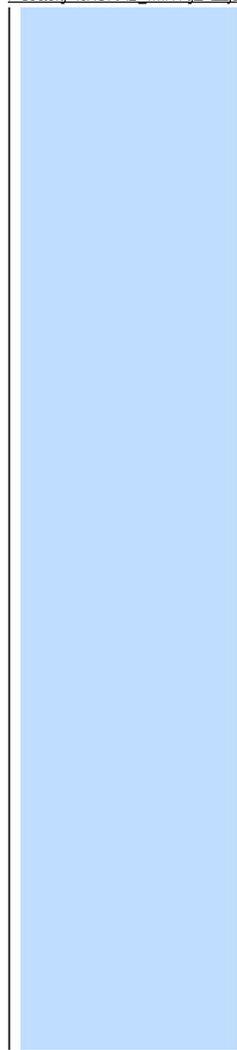
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Ark Naturals BREATH-LESS Plaque Zapper - SM/MED (30 pouches)

Plaque-Zapper contains naturally available enzymes that are activated by mouth saliva. As your pets drink from their water bowl, Ark's Plaque-Zapper

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mouth saliva. As your pets drink from their water bowl, Ark's Plaque-Zapper zaps harmful mouth bacteria and our clinically tested enzymes stop plaque from sticking to teeth.

- Odorless
- Colorless
- Tasteless

Will not change pet's drinking or eating habits.

Pets do all the work...you don't!

Suggested Use: Empty packet in bowl of fresh water. Therapeutic: 2 times daily for 4-6 weeks.

Maintenance: Use once daily 3 times per week. For cats who don't drink water from a bowl, empty packet onto cat's wet food.

Active Ingredients: A proprietary formula 100mg: Lysozyme, Glucosidase, Amylase, Papain, Amyloglucosidase, Peptizyme, Lactoferrin. Inactive Ingredients: Maltodextrin, Citric Acid, Sodium Bicarbonate. No anthium dioxide, chlorine peroxide, chlorine dioxide. Yeast free. Wheat free. Corn free.

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Reg price: \$15.99
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