

OraStripDX Homepage Web Copy

On the home page

Banner section above the hero section

Recommended by national and global Veterinary authorities: use Thiol tests like OraStripdx!

Alternative (Alt):

National and international dental care Guidelines Recommend Thiol Tests like OraStripDx

Thiol tests like OraStripDx are recommended by National and International Veterinary Authorities

Hero Section

Superscript:

Improve your patients' dental health and grow your profitability with OraStripdx

[Text that appears above the CTA button]

Alt:

Use OraStripdx during every wellness visit to combat underdiagnosed periodontal disease that afflicts millions of our canine companions worldwide.

Combat underdiagnosed periodontal disease by using OraStripdx for every wellness visit. A simple 10-second test to help dogs all over the planet live longer, happier, and healthier lives.

Combat underdiagnosed periodontal disease that afflicts millions of canines using OraStripdx during every wellness visit. A simple 10-second test to help dogs all over the planet live longer, happier, and healthier lives.

Headline

Your practice deserves OraStripdx

Alt:

Your practice needs Orastripdx
Every dog deserves a healthier and happier life.
OrastripDx, Dental care every dog deserves.
Help dogs live the life they deserve.
Every dog deserves Orastrip.

Button-Red

Order Now

[link to the product page]

Alt:

Order OrastripDx Today
Learn How To Order OrastripDx Today
Find Out How to Order OrastripDx

Meet Orastripdx

Improve the quality of care in your practice while simultaneously increasing client compliance and overall profitability with Orastripdx!

Orastripdx is very similar to the original Orastrip... just better, faster, and more affordable. Our thiol detecting test strips are proven to quickly, easily, and accurately detect periodontal disease and are recommended by national and global organizations, as well as leading veterinarians...

Your practitioners, clients, and patients will thank you for using Orastripdx!

Product description (35 strips)

Our standard package of 35 safe, non-invasive, and non-irritant thiol detecting test strips. With a simple swab of the gingival margin, a result will be given in ten seconds or less. Color-coded results make for easy and visible diagnoses that will improve client compliance with your advice and suggestions. Try Orastripdx in your routine dental exams and you'll wonder how you ever worked without it.

Data-Driven Compassionate Care Section

Headline

Rapidly diagnose your patients' periodontal disease
with a simple to use, proven test.

Proven in leading practices and in clinical studies

"The strip, which can be used on animals which are awake, may be useful as a quick, objective assessment of periodontal health, potentially enhancing compliance for thorough examinations, and promoting earlier and better-sustained treatment programs." Manfra et al., *Canadian Veterinary Journal*

"The thiol-detection test was superior to the visual awake examination at detecting the presence and severity of active periodontal disease and was an indicator of progression toward alveolar bone loss. The thiol-detection test detected active periodontal disease at early stages of development, before any visual cues were present, indicating the need for intervention to prevent periodontal bone loss. " Queck et al., *Journal of the American Animal Hospital Association*

"Routine use of a thiol-detection test in every wellness examination resulted in increased utilization of dental procedures, including professional dental cleanings, radiology, and increased sales of dental home-care products" Goldstein et al., *Journal of Veterinary Science & Technology*

Quickly improve your standard of care
[replaces compassionate standard of care]

Recommended by global Veterinary leaders

"A diagnostic test strip for the measurement of dissolved thiol levels can be used as an exam room indicator of gingival health and periodontal status." Steven E. Holmstrom, DVM, DAVDC, et al., *2013 AAHA Dental Care Guidelines for Dogs and Cats*

"..a periodontal diagnostic test strip for measurement of dissolved thiol levels can be a very useful examination room indicator for gingival health and periodontal status. This product has been shown to improve client compliance with dental recommendations." B. Niemiec et al., *World Small Animal Veterinary Association Global Dental Guidelines*

About Us

Our passion is a higher standard of care for your patient and a growing bottom line for you.

We do this by bringing you the result of cutting-edge diagnostic chemistry that is proven to quickly and effectively detect underdiagnosed periodontal disease and improve client compliance with your recommendations.

The result is simple: healthier dogs, happier clients and higher profitability for your practice.

We'll stop at nothing to achieve these results, even if it means we have to go buy someone else's product (or company) to bring you the best results.

We exist to help your patients and your practice thrive.

BUY NOW

[button links to the product page]

FAQ

Is OraStripdx actually safe *and* easy? (Replaces “Is OraStripDx safe?”)

Yes on both counts. The pad and detector are non-toxic and non-irritating. The test can be given to the patient while awake and will give an accurate result within 10 seconds!

Is a test like this really necessary? (Replaces “What are the dangers of ignoring periodontal disease?”)

Absolutely! Most dogs suffer from undiagnosed periodontal disease simply because ascertaining the patient's dental health by merely flipping the lip and making a visual assessment does not suffice. If left untreated, it can lead to loss of tooth attachment and systemic co-morbidities including cardiovascular, renal, and hepatic disease. In short, ignoring this aspect of your practice will lower the quality of life for your patient and the quality of care in your practice.

How can we become a part of the Orastrpdx community? (Replaces “Where can we be part of the OraStripdx community?”)

As scientists, we're a little slow to get on some social media platforms. Right now you can find us on ResearchGate, LinkedIn, Twitter, and Instagram. Hopefully soon we'll see you on other platforms as well. Come join us and share cute dog pics and videos (and thiol stories)!

Heading beneath the FAQ (CTA)

If you liked - and miss - OraStrip, then you'll love the new and improved OraStripdDX, available for the first time in the US!

ORDER NOW

Testimonials

Three testimonials:

Vet -

Ever since integrating Orastripdx into our regular wellness exams, we've successfully diagnosed many new cases of periodontal disease and have seen much better compliance with our recommendations. Numbers don't lie!

Vet Assist -

The test was fast and easy to use! The patient hardly even noticed and we had results in seconds! A fabulous test!

Owner -

Very similar to the original Orastrip except it's better... not to mention easier and cheaper!

As Seen On Section

We're honored to have been featured on many leading industry publications, including:

[logos for major news outlets goes here]

Newsletter CTA Section

Headline

Join Our Mailing List

Alt:

Sign Up For Our Newsletter

Be the First to Know

Description

Be the first to hear about new developments, special offers, and the latest news in canine dental health!

Alt:

Sign up for our mailing list and be notified of new developments, special offers, and the latest news in canine dental health!

Free Samples

Headline

If you liked the original Orastrip, you're going to love the new Orastripdx. Contact us, share your story, and ask about getting free samples. We'd love to hear from you!

Contact

Questions? We're here to answer!

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