

Beverly Hills Formula Black Toothpastes Proven to Give the Whitest Smile

Beverly Hills Formula Black toothpaste range ranks highest in stain removal after 5 minutes of treatment against other leading brands

By Beverly Hills Formula

Having a beautiful white smile is something most people aspire to achieve through the use of advanced whitening products and treatments, and more and more people are looking for in-expensive, safe and reliable products to help them acquire a cleaner, brighter smile for home use. Beverly Hills Formula (BHF) is a brand synonymous with that perfect 'Hollywood smile'. In existence for over 20 years, the company has dedicated itself to giving customers healthy and effective oral hygiene products which actually do the job of making teeth whiter through the use of its powerful stain removal ingredients.

Recent independent research has indicated just how effective Beverly Hills Formula products are at stain removal with several of its leading 'black' whitening products rated highest in stain removal compared with other brands; SEE CHART

A game changer for the oral hygiene market, the introduction of Beverly Hills Formula Perfect White Black Toothpaste in 2013 was the first ever black whitening toothpaste to hit UK shelves. Scientifically formulated with Activated Charcoal which is known for its love of tannins – a compound found in coffee, tea, wine, berries and spices, all of which stain your teeth. This toothpaste also helps eliminate bacteria which causes bad breath and neutralises remaining odours, leaving breath feeling fresh all day long. Most importantly, Beverly Hills Formula's products are de-

signed to provide maximum stain removal without damaging enamel, by using hydrated silica combined with Activated Charcoal it offers a high-performance whitening boost that is safe for daily use.

Following the overwhelming success of Perfect White Black, Perfect White Black Sensitive was launched and also scored highly for its stain removal properties. Designed specifically for teeth with extra sensitivity this stain removal toothpaste combines the advanced hydrated silica for high performance whitening and potassium citrate for rapid sensitivity action. So, Perfect White Black Sensitive toothpaste allows people to enjoy rich, acidic foods and drinks whilst leaving teeth looking whiter and brighter.

Beverly Hills Formula then ventured into new territory when they created the first black mouthwash. The 'shake to activate' charcoal mouthwash keeps breath fresh for up to 12 hours, whilst removing stains. Perfect White Black mouthwash was acknowledged at the Grocer Magazine Awards as the Best New Personal Care product in 2016. The highly prestigious Grocer Awards celebrates and rewards outstanding innovation in the UK's Fast Moving Consumer Goods sector in non-food and food categories.

New Professional White

The recently launched Professional White range that was showcased at this year's International Dental Con-

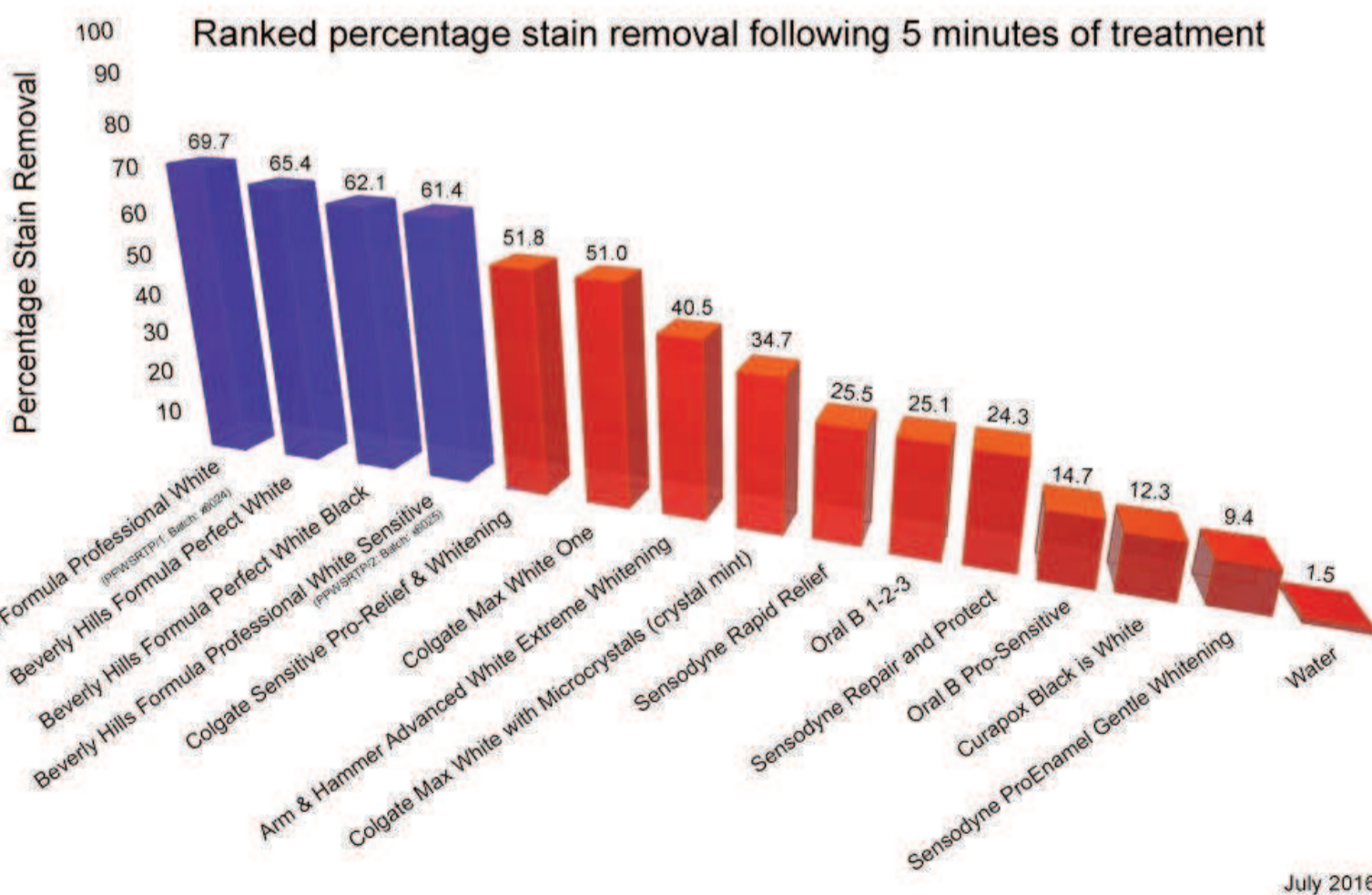


ference and Arab Dental Exhibition (AEEDC) in Dubai, also came out on top of the chart for stain removal. Incorporating their latest black toothpaste, Black Pearl, the new products have been in development for two years and aim to provide premium professional oral hygiene products that offer superior results. The new Beverly Hills Formula Professional White range includes, Black Pearl whitening toothpaste, Pink Pearl Sensitive whitening toothpaste, Precious Pearl Enamel rem-

ineralising toothpaste and Fresh Pearl mouthwash containing chlorhexidine and xylitol to combat bad breath and neutralize the bacteria. In addition, is their first Professional White teeth whitening kit consisting of strips and a whitening pen which will help people achieve a whiter smile, safely and easily in their own home using proven whitening ingredients.

Chris Dodd, CEO of Beverly Hills Formula, which is based in Ireland

and distributed in over 30 countries, said: "We are very excited about our new Professional White range which has taken over two years in development, but it's been well worth it because we believe we've created the best teeth whitening products which aren't harmful to enamel and are aimed at consumers who expect superior results from a whitening toothpaste." [DTI](#)



Professional Range chart

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