

# Clinica Joelle periodontist reveals the oral hygiene products he personally uses and recommends

By Beverly Hills Formula

Dr Eyass Jebrin is the periodontist at the Dental Studio in Dubai and in Clinica Joelle in Abu Dhabi. Even as a boy Dr Eyass knew he wanted to be a dentist. But he wanted to do more than just diagnose a condition: he wanted to make a big difference in Dubai.

A periodontist covers so much more than just gum and bone disease, he uses surgical expertise as well and cares for oral infections and health, surgical actions and esthetic procedures. Rather like an anesthetist in an operating theatre, his skills are needed in all dental fields, and he works closely with his specialist colleagues at the Dental Studio in Dubai and at Clinica Joelle in Abu Dhabi. Both clinics are well known in UAE. The Dental Studio was inducted into the Leading Dental Centers of the World in 2010 and Clinica Joelle is the famous celebrities' clinic.



Originally from Jordan, Dr Eyass grew up in Dubai and studied at Istanbul University Hospital where he obtained his doctorate and then continued his postgraduate studies in the University's

Department of Periodontology as an associate professor. Dr Eyass lectured and taught practical sessions to third, fourth and fifth year undergraduate students, as well as administration of the hundreds of patients that visited the university's dental department every day. He has also become well known for transforming many cases on the famous TV show, Joelle's show, and has published many articles in several well-known magazines.

Dr Eyass believes that education is very important, and in addition to staying up to date with the latest techniques, he has embarked on a further PhD in medical management.

As a professional I always care about the importance of a beautiful smile, healthy gums and teeth. On a daily basis, I see many patients with different concerns who often ask for my recommendation on tooth brushes and toothpastes. I love the idea of seeing people with healthy white teeth, and I always do my best to encourage patients to improve and correct their habits of cleaning their mouth and teeth. When I look for toothpastes or mouthwash, I search for products that protect the teeth from acids and hence from cavities. I highly value a product that can fight the bad bacteria in combination with cleaning and whitening the teeth without abrasion and also allows

for recovery of the enamel, finally resulting in a fresh and clean feeling. I had the chance to use Beverly Hills Perfect White Black toothpaste a few years ago and it was the first time I used black toothpaste to clean and whiten my teeth. Initially it was a little weird, but with the addition of charcoal in the toothpaste I thought it was a great idea and I love it.

This year at the big dental expo in Dubai, I had the opportunity to meet the Beverly Hills team and get the chance to try their latest Professional White range before it was launched on the market. Since then I've been using the Black Pearl toothpaste and Fresh Pearl mouthwash on a daily basis. I love its clean and fresh feeling after each use with a mild fresh taste as I don't like strong flavors found in other brands.

- Beverly Hills Pearl black tooth paste creates less bubbles and foam which I love as I cannot stand extreme foam in my mouth. This is an important reason why I stopped using many other brands

- I consume too much tea and coffee and usually have to polish my teeth more often because of the stains. When I started using the Perfect White Black toothpaste and latterly the Black Pearl toothpaste I noticed that my teeth have less stains than before and it has reduced the need for polishing my teeth time after



time. The toothpaste ingredients are low in abrasives and I think that the activated charcoal plays an important role in removing the stains without harming the enamel:

- The Fresh Pearl mouthwash has all the ingredients that I love;
- Chlorhexidine, an antiseptic that fights bacteria which causes gum problems, bad breath and cavities
- Sodium fluoride, which help with enamel recovery and relatively fights cavities
- Xylitol, fights plaque and help to equalize oral PH
- Tetrasodium and tetrapotassium pyrophosphate, helps for less stains and more natural white colour
- The mouthwash doesn't contain alcohol that can burn the tongue and dry the soft tissues of the mouth with no additional benefit
- I loved the classy black packaging

which definitely reflects the quality inside

- I didn't notice any change in the colour of my teeth, which I don't expect from a toothpaste, but it could maintain my teeth colour especially after a whitening procedure.

Overall, I found the new Beverly Hills Black pearl toothpaste and Fresh Pearl mouthwash to be very good oral hygiene products and I'm very happy with the results. I highly recommend the new Professional White products as I do with the Perfect White Black range.

*This review was written independently by Dr Eyass Jebrin D.D.*

Brand	Percentage Stain Removal
Beverly Hills Formula Natural Whitening Expert toothpaste	91.8
Beverly Hills Formula Natural Whitening Expert toothpaste (Beverly Hills Formula Perfect White toothpaste)	90.8
Beverly Hills Formula Dentist's Choice Gum & Whitening Expert Sensitive...	88.9
Beverly Hills Formula Dentist's Choice Gum & Whitening Expert Sensitive...	87.9
Beverly Hills Formula Natural White One toothpaste	74.9
Colgate Total Advanced Whitening toothpaste	72.5
Beverly Hills Formula Sensitive Whitening toothpaste	60.3
Colgate Max White with Micro Crystals (Crystal Mint) toothpaste	59.6
Arm & Hammer Advanced Whitening toothpaste	54.0
Oral B Pro-Expert toothpaste	53.9
Colgate Sensitive Whitening toothpaste	52.3
Pearl Drops Daily Whitening toothpaste	51.7
Oral B Pro-Sensitive toothpaste	48.7
Sensodyne Rapid Relief (Mint) toothpaste	48.2
Sensodyne Repair & Protect toothpaste	47.0
Colgate Sensitive Pro-Relief & Whitening toothpaste	46.8
Pearl Drops Hollywood Smile Whitening toothpaste	46.6
Sensodyne ProNamel Gentle Whitening toothpaste	44.1
Water	42.9
Other Competitor	41.2

**Beverly Hills Formula Perfect White Ranked Best Stain Removal Toothpaste against Leading Competitors**