Beverly Hills Formula has become more active in the MEA region in recent years. With a strong evidence based scientific research, what is a snapshot of the product portfolio you provide dental professionals?

The new Professional White range offers improved whitening as it contains safe levels of Professional Whitening ingredients and activated charcoal to help remove stubborn stains from beneath the surface of teeth.

The full range includes Black Pearl whitening toothpaste, Pink Pearl sensitive whitening toothpaste, Precious Pearl Enamel remineralising toothpaste and our new Professional White mouthwash that contains chlorhexidine and xylitol to combat plaque and neutralize the bacteria. Another brand new edition to the range will be the Professional White whitening kit with strips and a whitening pen which will help people achieve a whiter smile. Safety and efficacy of our products are always放在首位, because we believe we've created superior results from a whitening toothpaste. The new Professional White range is aimed at consumers who expect the best teeth whitening products because we believe we've created leading independent scientific laboratories.

Could you share with our readers some important facts and data about the vital aspects of dentistry specifically in relation to the latest formula of Beverly Hills Formula?

The dentistry business has changed dramatically in recent years and dentists are very much the pioneers of new technology and products that can provide people with beautiful, healthy teeth. BHF have concentrated on producing new whitening products for removing stains, helping remineralise the enamel and give the customer/patient a long term healthier smile, not just a whiter smile. With the launch of the new Professional White range we would like to work closely with dental professionals and look forward to their feedback and hopefully their support.

With toothpastes being such a competitive market, how does the Professional White range differ from other products available on the market? Again this comes back to providing the safest most effective products available on the market. 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. The new Professional White range will be launched at AEEDC Dubai and we can't wait to see how it's received. The extensive clinical evidence on the formulation of the new Professional White range offers improved whitening as it contains safe levels of Professional Whitening ingredients and activated charcoal to help remove stubborn stains from beneath the surface of teeth.

At Purity Laboratories based in Dublin, Ireland, we are driven by testing and results and can provide independent clinical and whitening reports, comparing our products against other leading oral hygiene brands. The fact we’ve invested in creating and expanding throughout the Middle East, particularly in the UAE, Jordan and Iran.

Beverly Hills Formula has come a long way since its initial launch in 1994. Are you satisfied with the development over the past 20 years and where do you go from here? We would like to take a stronger hold on the international market with all our products. We are also currently in discussion with some major distributors and are looking at ways to improve our marketing objectives, which in the past we may not have focused on as much in raising the brand’s profile to new consumers. We’d like to concentrate on getting the brand name and our excellent products out there in a new and exciting way, which will also remind people that we’re still here after 20 years, constantly evolving and delivering new, innovative oral hygiene products.

What steps should be taken to create the right awareness of the available treatment options and prove to consumers the importance of choosing Beverly Hills Formula products?

I would like to see more choice in oral hygiene products being opened up to patterns and consumers and not just the brands with the biggest pockets to spend on huge advertising campaigns. We’d love dental professionals to try our new Professional White range and hopefully champion it as one of the established and leading brands which offers great oral care, with the emphasis being on people caring for their teeth and using the safest most effective products available to them at home.

Please come along to meet us and see our exciting new Professional range of products. Stand SR606 at AEEDC Dubai.

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