Beverly Hills Formula - Over 20 Years Perfecting the Business of Smiling

By Chris Dodd, CEO Beverly Hills Formula

Fig. 1. Stain Removal Study Results (UK, 2012).

Manufactured in Beverly Hills, California, Beverly Hills Formula ranges are rapidly becoming the go-to whitening products, with many people opting to use these safe at-home whitening toothpastes over harsh and abrasive treatments. The company is constantly expanding its range and endeavors to be a whitening toothpaste to suit all preferences. With over 20 years’ experience, the company, based in Ireland, has grown considerably in the past few years. In 2015 Nielsen/CheckOut Magazine crowned Beverly Hills Formula as one of the top five oral care brands. This is an appreciable achievement when one takes into consideration the vast number of whitening toothpastes available on the market today.

The success of Beverly Hills Formula comes down to a number of factors:

• The company’s range is streets ahead in terms of new product development.
• The company’s range of whitening products are safe to use at home.
• The company has ensured that their products are as effective as possible, and have proved themselves as leaders in expert stain removal.

Launched in 2012, the Perfect White Range has been viewed as a revolutionary way of allowing patients to whiten their teeth without opting for professional products containing high concentration particles potentially devastating to teeth in the long term. The company responded to the need for quality and effective whitening products in the market. New product development has always been something that Beverly Hills Formula holds in great importance, and owes much of the success that they have brought some of the most innovative and effective products to the market. Launching in 2015, Perfect White Black was the first of its kind on the market. The toothpaste, containing activated charcoal, took the market by storm. Charcoal is a centuries old method of cleaning teeth, and this cutting-edge innovation was well received by consumers. Although a number of copy-cat products have emerged in the market, none have seen the same success as Beverly Hills Formula’s very own Perfect White Black, with qualified dentists and cosmetic doctor Dr Martin Kinsella saying: ‘I’ve tried the Beverly Hills Perfect White Black toothpaste and found it to be effective in removing stains and helping to achieve a whiter, brighter smile.’ Following on from this, the company introduced Perfect White Black mouthwash in 2015, also the first of its kind. The ‘shake to activate’ charcoal mouthwash keeps breath fresh for up to 12 hours, whilst removing stains. Perfect White Gold toothpaste, containing real gold particles was launched later that year. Both of these products have seen considerable success in the market.

2016 will be a huge year for Beverly Hills Formula, with the company planning on introducing an expert whitening product. Perfect White Expert toothpaste, containing effective and safe levels of peroxide, will offer a high performance whitening boost. As well as this, the company now launched Perfect White Black Sensitive, the first charcoal toothpaste for sensitive teeth. The brand also add a charcoal dental floss and

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In 2015, a study conducted in the US found that Beverly Hills Formula stain removal products had the lowest abrasion levels on the market. The independent study found that Beverly Hills Formula whitening products have abrasivity levels as low as 89, when compared with some leading stain removal products on the market which scored as high as 186. It is important to note that although there are many leading whitening toothpastes on the market, many of these contain extremely high abrasion levels, which will strip away at the enamel over time. This can cause a range of problems, including increased sensitivity to hot and cold products, as well as causing teeth to appear yellow over time - quite the opposite function of a whitening toothpaste! It is important that patients are well informed of the dangers of using toothpaste which contain high abrasion levels, which generally will do more harm than good to one’s teeth. Beverly Hills Formula is continuously researching ways of keeping abrasive levels at a minimum, whilst obtaining the maximum whitening effect.

Whilst it is extremely important to keep abrasion levels at a minimum, it is also important to keep abrasion levels at a minimum, whilst obtaining the maximum whitening effect. The company has long proven themselves as fore runners in expert at-home teeth whitening. By continuously researching cutting edge methods, the Beverly Hills Formula brand has ensured that they are constantly ahead of their competitors.

Teeth and gum sensitivity effects over 50% of adults

By Jordan

Sensitivity is a growing oral care health concern and preventing sensitivity starts by keeping the teeth enamel strong & healthy. Sensitivity is in a lot of markets the Nr. 1 concern influencing purchase. Consumers want products that work well but are also gentle to their teeth enamel and gums.

Many people suffer from sensitive teeth and it can start at any time. It is more common in people aged between 20 and 40, although it can affect people in their early teens and when they are over 70. Women are more likely to be affected than men.

If sensitivity effects so many people why are they not buying more “sensitive” oral care products?

Research tells us that most consumers, as many as 50%, find it difficult to choose products in-store. So how can we help consumers find the right products for them? It can start at the dentist. Dental profession- als recommend that consumers choose toothbrushes with soft bristles as these are gentle on their teeth enamel and gums. They also prefer smaller heads as it is easier to navigate around the mouth and clean difficult areas, especially the back molars where cavities tend to start.

Manufacturers can also help by making “sensitive” products more attractive and readily available with clear and easy to understand information. In 2014 there was a rise in the number of launches with enamel focus.

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