The harsh reality of some toothpastes

It's the start of a new year, a time when many want to reinvent themselves, and possibly emulate the “Hollywood smile” brandished by many celebrities and TV personalities. As a result, you may find that at the beginning of 2013 more patients will be asking, “How can I achieve whiter teeth?”

It’s no secret that tooth whitening is one of the most popular types of cosmetic treatment in dentistry; in fact, a third of all cosmetic dental treatment carried out involves tooth whitening. This is unsurprising after a survey last year revealed that nearly one in five people (18 per cent) find stained teeth a real turn off.

Consequently, patients may seek professional whitening to lighten the natural colour of their teeth, which have become discoloured due to smoking, drinking tea, coffee and red wine, and/or eating spicy foods. But, this can leave teeth sensitive, and some patients may experience discomfort in the gums, a sore throat, or white patches on the gum line. Also, this procedure is often considered an expensive, private treatment.

Alternatively, toothpastes which lift stains and whiten teeth in a cost-effective way, are available. However, by the same token, it can be misconstrued that patients need an abrasive toothpaste to remove stains.

Abrasion levels

All toothpastes contain abrasives; they provide the cleaning power needed to keep teeth clean and help prevent gum disease by removing plaque, stains and debris. However, highly abrasive toothpastes can damage the teeth and gums, and attack the enamel.

As tooth enamel is worn away, the dentin beneath is more visible and teeth become more yellow in appearance. Abrasive toothpastes can also remove the lustre and polish of porcelain veneers and crowns, dulling an otherwise beautiful smile; and can also cause teeth to become sensitive. In the most severe of cases, infection and even tooth loss can occur.

When you are recommending a whitening toothpaste, it’s important that it is a brand that enables patients to achieve a brighter, healthier smile without potentially damaging tooth enamel.

Laboratory testing

Toothpaste abrasiveness is measured by its RDA (relative dentin abrasivity) value, and any figure over 100 is considered to be “abrasive”. In July 2012, a USA-based independent testing laboratory tested the abrasion levels of 15 toothpastes. The results confirmed

Stain Removal Study Results

(UK*, 2012)

<table>
<thead>
<tr>
<th>Product</th>
<th>% Stain removed following 5 minutes treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverly Hills Formula Natural Whitening Expert toothpaste</td>
<td>91.8</td>
</tr>
<tr>
<td>PLMO/1 x 1158 Stain Removal (Beverly Hills Formula Perfect White toothpaste)</td>
<td>90.8</td>
</tr>
<tr>
<td>Beverly Hills Formula Dentist's Choice Gum &amp; Whitening Expert Sensitive toothpaste</td>
<td>88.9</td>
</tr>
<tr>
<td>Beverly Hills Formula Dentist's Choice Gum &amp; Whitening Expert Sensitive toothpaste</td>
<td>87.9</td>
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<tr>
<td>Colgate Max White One toothpaste</td>
<td>74.9</td>
</tr>
<tr>
<td>Beverly Hills Formula Natural White toothpaste</td>
<td>72.5</td>
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<tr>
<td>Colgate Total Advanced Whitening toothpaste</td>
<td>60.5</td>
</tr>
<tr>
<td>Beverly Hills Formula Sensitive Whitening toothpaste</td>
<td>59.6</td>
</tr>
<tr>
<td>Colgate Max White with Micro Crystals (Crystal Mint) toothpaste</td>
<td>54.0</td>
</tr>
<tr>
<td>Oral B Pro-Expert toothpaste</td>
<td>55.9</td>
</tr>
<tr>
<td>Arm &amp; Hammer Advanced Whitening toothpaste</td>
<td>52.5</td>
</tr>
<tr>
<td>Colgate Sensitive Whitening toothpaste</td>
<td>51.7</td>
</tr>
<tr>
<td>Pearl Drops Daily Whitening toothpolish</td>
<td>48.7</td>
</tr>
<tr>
<td>Water</td>
<td>48.2</td>
</tr>
<tr>
<td>Oral B Pro-Sensitive toothpaste</td>
<td>47.0</td>
</tr>
<tr>
<td>Sensodyne Rapid Relief (Mint) toothpaste</td>
<td>46.8</td>
</tr>
<tr>
<td>Sensodyne Repair &amp; Protect toothpaste</td>
<td>46.6</td>
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<tr>
<td>Colgate Sensitive Pro-Relief &amp; Whitening toothpaste</td>
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</tr>
<tr>
<td>Pearl Drops Hollywood Smile Whitening toothpolish</td>
<td>42.9</td>
</tr>
<tr>
<td>Sensodyne ProNamel Gentle Whitening toothpaste</td>
<td>41.2</td>
</tr>
</tbody>
</table>

*UK leading Dental School

Advertising feature
that Beverly Hills Formula’s
whitening toothpaste is less
abrasive than other leading
brands of toothpaste and regular
toothpastes. In fact, Beverly
Hills Formula Total Breath
Whitening scored as low as 90 on
the Abrasivity Index Table, while
some leading competitors have
levels as high as 158. Beverly Hills
Formula Perfect White scored
95; and Beverly Hills Natural
Whitening Expert, 99.

However, it is important to
remain aware of the fact that
the RDA value is often not
included in the marketing or
promotional information sup-
plied with toothpaste products,
and many patients and even
some dental professionals are
unaware of what harm their
toothpaste could be causing.

To support these abrasion
results, an in-vitro laboratory
study found that Beverly Hills
Formula whitening tooth-
pastes remove stains in just
one minute. Beverly Hills For-
Hills Formula Natural Whitening
Expert toothpaste proved more
effective at removing stains
than compared with other
leading brands of whitening
toothpastes and toothpolishes,
with over 91 per cent of stains
removed over a five-minute
period.

Performed by a UK Den-
tal School, the study aimed to
discuss how effective various
toothpastes were at removing
dietary stains from Perspex,
compared to water. Other
products within the range also
scored exceptionally well with
Beverly Hills Formula Perfect
White toothpaste removing
nearly 91 per cent of stains and
Beverly Hills Formula Dentists’
Choice Gum & Whitening
Expert toothpaste removing
over 88 per cent. Meanwhile, other

leading brands of whitening
toothpastes and toothpolishes
scored as low as 44 per cent,
removing 44 per cent of stains.

The brighter way forward
These results demonstrate
that removing stains caused
by tea, coffee, red wine or
tobacco no longer requires
abrasives or bleach. This new
generation of whitening tooth-
pastes offers a more tooth-
friendly solution, helping pa-
tients to restore their teeth to
a natural white colour, quickly,
and safely and effectively.

The Beverly Hills Formula
range also provides complete
gum and tooth protection,
which is, of course, of upmost
importance. As modern den-
tistry leans towards a more
prevention-focused approach,
you will now be encouraging
patients to take more respon-
sibility for their oral health.
As well as encouraging regular
dental and hygiene visits, and
advising patients to avoid ex-
cessive consumption of teeth-
staining foods, why not also
courage them to use oral
health products, which can be
used as part of an effective at-
home oral healthcare regime,
whilst also cost-effectively
removing stains and whitening
teeth? For extra stain removal,
the toothpaste can be left on
the teeth for up to one minute
before brushing.

As a dental professional,
your recommendation car-
siders considerable weight so
when patients ask, ‘How can I
achieve whiter teeth?’ it’s im-
portant that you recommend
a toothpaste that can fulfil
this request, but in the most
safer and efficient way possible.’

Contact Information
For more information on Beverly Hills
Formula products please call +353
54629891, email info@beverlyhills-
formula.com or visit www.beverly-
hillsformula.com.

Twitter: @BHFW_Whitening

Product Spotlight 27