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 2015 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) found 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 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 13 toothpastes. The results confirmed

<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 toothpaste</td>
<td>88.9</td>
</tr>
<tr>
<td>Beverly Hills Formula Dentist’s Choice Gum &amp; Whitening Expert toothpaste</td>
<td>87.9</td>
</tr>
<tr>
<td>Beverly Hills Formula Sensitive Whitening toothpaste</td>
<td>59.6</td>
</tr>
<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>
</tr>
<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>53.9</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><strong>Water</strong></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>
</tr>
<tr>
<td>Colgate Sensitive Pro-Relief &amp; Whitening toothpaste</td>
<td>44.1</td>
</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
that Beverly Hills Formula's whitening toothpaste is less abrasive than other leading brands of whitening and regular toothpastes. In fact, Beverly Hills Formula Total Breath Whitening scored as low as 96 on the Abrasivity Index Table, while some leading competitors have levels as high as 136. 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 supplied 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 toothpastes remove stains in just one minute. Beverly Hills Formula Natural Whitening Expert toothpaste proved more effective at removing stains when 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 Dental School, the study aimed to discover 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 41 per cent, a remarkably low percentage, considering water alone removes 48 per cent of staining.

The brighter way forward

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

The Beverly Hills Formula range also provides complete gum and tooth protection, which, is of course, of utmost importance. As modern dentistry moves towards a more prevention-focused approach, you will now be encouraging patients to take more responsibility for their oral health. As well as encouraging regular dental and hygiene visits, and advising patients to avoid excessive consumption of teeth-staining foods, why not also encourage 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 carries considerable weight so when patients ask, “How can I achieve whiter teeth?” it’s important that you recommend a toothpaste that can fulfil this request, but in the most safest and efficient way possible.”

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**USA-based independent testing laboratory**

**Certificate of Analysis**

**Product:** Teeth Whitening Expert

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**Contact Information**

For more information on Beverly Hills Formula products please call 0333 0042 0011, email info@beverlyhillsformula.com or visit www.beverlyhillsformula.com.

Twitter: BHF_Whitening