Middle East expansion for world class oral hygiene brand

By Beverly Hills Formula

Beverly Hills Formula plans rapid expansion with distribution in new territories to further increase the brand’s presence as the number one market leader across the entire Middle East. The Irish-based oral hygiene company which currently retails in UAE, Jordan, Lebanon, Oman, Qatar, Kuwait, Bahrain, Iran and Saudi Arabia also seek new distribution in other Middle Eastern territories this year.

Product development plans are also underway with a new Perfect White Gold mouthwash, which follows hot on the heels of the award-winning Perfect White Black mouthwash. And a new Professional Gold toothpaste that contains real gold particles with the Perfect White Gold toothpaste, helping to provide that little extra sparkle for the sophisticated consumer. This year, Beverly Hills Formula will also launch their first branded toothbrush with 30000 filaments, five times more filaments than ordinary toothbrushes, providing a more effective clean with less abrasivity.

Beverly Hills Formula’s Perfect White range is already widely recognised in the Middle East for their award-winning formulations, proven to remove up to 90% of stains without the use of harsh abrasives. In 2016, Perfect White Black mouthwash won Best New Personal Care product at the prestigious Grocer Awards in London and the following year they won Best Oral Beauty Product in the Pure Beauty Awards with their new Professional White Remineralising Serum.

The Perfect White range includes Perfect White Black, which is Beverly Hills Formula’s hero product. The toothpaste is scientifically formulated with Activated Charcoal known for its love of tannins—a compound found in coffee, tea, wine, berries and spices, all of which stain your teeth and helps remove these without harmful chemicals. The toothpaste also helps eliminate bacteria which causes bad breath and neutralises remaining odours, leaving your breath feeling fresh all day long. Perfect White Gold toothpaste contains actual gold particles known for its anti-bacterial properties, anti-inflammatory action and can also help increase blood flow. The advanced Hydrated Silica within Perfect White Gold offers a high performance whitening boost whilst the stain dissolving Tetrasodium Pyrophosphate agent prevents food particles settling on the teeth. For extra stain removal, the anti-tartar ingredient Tetrasodium Pyrophosphate coats the surface of your teeth to prevent bacteria forming, leaving your teeth feeling cleaner and appearing brighter all day.

Such is their effectiveness, many dentists and professionals admit using Beverly Hills Formula toothpastes and recommend them to their patients. Dr Eysa Jeloun, periodontist at the Dental Studio in Dubai and Clinica Jolie in Abu Dhabi has tested and champions Beverly Hills Formula products.

“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 toothpastes and toothbrushes,” said Dr Jeloun.

When I look for toothpastes or mouthwash, I search for products that protect the teeth from acids and hence from cavities. I 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 whilst leaving a fresh and clean feeling.”

“Had the chance to use Beverly Hills Formula’s Perfect White toothpaste a few years ago and it was the first time I used black toothpaste to clean. There is a special clean feeling.”

Chris explained the reason for the brand’s success and how it is managed to maintain a market presence for over 20 years, despite the hugely competitive increase in new oral hygiene brands internationally.

“We believe in our products because we know they work. We may not be the largest oral hygiene brand globally, but we are one of the most established. Beverly Hills Formula are innovators, not imitators, and our teams are constantly improving the formulas and product range.

“The simple fact that Beverly Hills Formula has managed to remain leaders in the market for so long has earned the brand the respect and success we have today and we will continue to work hard to maintain that.”

Toothpaste Abrasivity 21/09/2016

Independent Testing Laboratory (USA)

Toothpaste Stain Removal 04/07/2016

Leading Dental School (UK)