Award-winning products showcased at Dubai dental show

By Beverly Hills Formula

Beverly Hills Formula oral hygiene experts showcased their latest range of teeth whitening products at this year’s Dubai Dental Show, including their award-winning Perfect White Black mouthwash and Precious Pearl Enamel remineralising toothpaste. Throughout the three-day International Dental Conference & Arab Dental Exhibition (ADDEC) at the Dubai International Convention Centre, the Beverly Hills Formula team met with worldwide industry experts and dental professionals, introducing their award-winning brand.

It was at ADDEC last year that Beverly Hills Formula (BHF) launched their Professional White range, which includes, Black Pearl whitening toothpaste, Pink Pearl Sensitive whitening toothpaste, award-winning Precious Pearl Enamel remineralising toothpaste and Fresh Pearl mouthwash. In addition to these, they introduced their first Professional White teeth whitening kit consisting of strips and a whitening pen which will help people achieve a whiter smile, safely and easily in their own home using proven whitening ingredients.

Chris Dodd, CEO of Beverly Hills Formula, who has been attending the Dubai Dental Show for many years, said: “ADDEC is very important to us as the Middle East is a huge market and our products are widely available and used in UAE, Jordan, Lebanon, Oman, Qatar, Kuwait, Bahrain, Iran, Saudi Arabia and we’re also seeing new distributors in other Middle Eastern territories.”

At the show, Chris also revealed future plans for the brand: “New product development is underway with a Perfect White Gold mouthwash, which follows on from the huge success of our award-winning Perfect White Black mouthwash. A new Professional Gold toothpaste will be launched that contains real gold particles, as with the Perfect White Gold toothpaste, which helps provide that little extra opulence for our sophisticated consumers in the Middle East. We’re also planning to bring out a superior charcoal and multi-coloured toothbrushes with 6000 filaments, five times more filaments than ordinary toothbrushes, therefore helping to provide a more effective clean with less abrasivity.

Chris also explained the reason for their longevity in a highly competitive market demonstrated by the number of brands exhibiting at the Dubai Show which grows year-on-year. “Beverly Hills Formula’s success and survival in the oral hygiene market comes down to a number of factors. Firstly, we’re front runners in terms of new product development after being the first UK company to introduce a black whitening toothpaste. Secondly, our teeth whitening products are safe to use at home with proven stain removal and low abrasivity levels which have been independently and clinically tested. And the simple fact that Beverly Hills Formula has been around for 20 years and won several industry awards over the years is testament to how good our products are.”

Award-winning Precious Pearl Enamel remineralising toothpaste won independent industry acclaim after winning Best New Oral Beauty Product at the Pure Beauty Awards in 2017. Part of BHF’s new Professional-White range, this toothpaste contains Hydroxyapatite that’s scientifically proven to form new protective layers, making teeth smoother and brighter by removing micro-erosions and strengthening the enamel. Also, Perfect White Black mouthwash received the Best New Personal Care Product at the prestigious Gencer Awards in London in 2016 that recognised and rewards the UK’s largest and leading consumer brands.

Other BHF products include Perfect White Black toothpaste containing activated charcoal and was the first ever black whitening toothpaste to hit UK shelves. The latest edition to the Perfect White range was Perfect White Gold which contains real gold particles that provides a high performance whitening boost as well as giving teeth a deep clean. Professional Black Pearl toothpaste works by using Activated Charcoal combined with professional whitening ingredient Phthalimido Peroxy Caproyl Acid (PAP) to help remove surface and deep stains without harming the enamel and is safe for daily use. Pink Pearl Sensitive toothpaste contains Hydroxyapatite and Potassium Nitrate to provide rapid sensitivity action. Fresh Pearl mouthwash contains chlorhexidine and xylitol to combat bad breath and neutralises the pH balance in the mouth to protect against acid attacks and plaque and keeps enamel strong to help prevent cavities. In addition, Tetrasodium Pyrophosphate and Tetrasodium Pyrophosphate helps retime the colour of your teeth enamel to a natural white colour.

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