Iconic Whitening Brand Launches New Professional Range

Beverly Hills Formula Introduces New Professional White

By Dental Tribune MEA / CAPPmea

The editor Tsvetan Deyanov of the Dental Tribune speaks with Chris Dodd, oral hygiene expert and CEO of Beverly Hills Formula about the launch of their new Professional White range at this year's AEEDC in Dubai. See stand SR606.

DTMEA/CAPPmea: Please if you could briefly introduce yourself to our Dental Tribune MEA readers and provide some background to Beverly Hills Formula.

Chris Dodd: Having had over fifteen years’ experience in the oral hygiene market and previously been involved in retail I joined Beverly Hills Formula in 2014 as CEO. Since taking over the helm the main focus for Beverly Hills Formula is to introduce innovative products into the range and develop the brand into worldwide markets.

Beverly Hills Formula oral care brand has been established for over 20 years and currently sells in Europe, the Middle East, North Africa and Asia Pacific. From inception, the company aim was to make the ‘Hollywood’ smile attainable for everyone with their safe, affordable and effective toothpastes and award-winning mouthwash. This is a brand well-established and has loyal consumers, but it hasn’t rested on its reputation as one of the first whitening products in the UK market and is constantly evolving and producing new and exciting formulae and products. Just over four years ago BHF launched the Perfect White Black toothpaste which contains activated charcoal and was the first ever black whitening toothpaste to hit UK shelves. Since then it has become our hero product and hot on its heels other brands have followed to try and capitalise on the dramatic new black toothpaste trend. Following the launch of Perfect White Black toothpaste, BHF introduced a version for sensitive teeth and also a black mouthwash, again containing activated charcoal. We were delighted when the Perfect Black Mouthwash received the Best New Personal Care Product at the highly acclaimed Grocer Awards in London in 2016, which recognises and rewards the UK’s largest and leading consumer brands.

Another exciting product launch was our antibacterial Perfect White Gold toothpaste, which contains real gold particles and has created yet another strong point of difference to other toothpastes in the marketplace. Having worked in this sector for so long, many people would think it would become boring, but I’m creative and a businessman and like everything else in the world you have to keep evolving to stay in the game. I’m also very fortunate that I get to be the person who implements new ideas as a way of keeping the brand fresh and exciting.

Beginning 2017, Middle East will see the launch of the new Professional White range. What can you tell us about this event, new features and clinical evidence on the formula? What is the reason for this ‘update’?

We are very excited about our new Professional White range which has taken over two years in development, but it’s been well worth it because we’ve created the best toothwhitening products which aren’t harmful to enamel and are aimed at consumers who expect superior results from a whitening toothpaste. The new Professional White range will be launched at AEEDC Dubai and we can’t wait to speak with some of our distributors and peers to see how it’s received. At Beverly Hills Formula we are committed to supplying only the finest ingredients to produce high quality products which really work, and we pride ourselves on offering the best stain removal and low abrasive whitening toothpastes currently available. But don’t just take our word for it, you can see the results from leading independent scientific laboratories.

Beverly Hills has become more active in the MEA region in recent years. With a strong evidence based scientific foundation, can you expand on a snapshot of the product portfolio you provide dental professionals?

The new Professional White range offers improved whitening as it contains safe levels of Professional Whitening ingredients and activated charcoal to help remove stubborn stains from beneath the surface of teeth. The full range includes Black Pearl whitening toothpaste, Pink Pearl Sensitive whitening toothpaste, Precious Pearl Enamel remineralising toothpaste and our new Professional White mouthwash that contains chlorhexidine and xylitol to combat bad breath and neutralize the bacteria. Another brand new edition to the range will be the Professional White teeth whitening kit with strips and a whitening pen which will help people achieve a whiter smile safely and easily with the power of safe levels of Professional Whitening ingredients.

What is your reading on the dental professional market in the Middle East? Are there any countries in particular you are focusing on?

The Middle East is a fantastic emerging market for oral hygiene brands, and we’ve been established here for over 18 years, which is testament to the effectiveness and success of our products. You now see all premium brands launching new products in the Middle East, which is not an easy nut to crack, because its consumers demand only the best quality and this was one reason why we chose to launch our new Professional White range to the professionals at AEEDC Dubai. The Middle East is one of our largest markets alongside UK, Russia and Poland and therefore very important to us as a business. In 2017, we plan to continue investing and expanding throughout the Middle East, particularly in the UAE, Jordan and Iran.

Could you share with our readers some important facts and data about the vital aspects of dentistry specifically in relation to the latest formula of Beverly Hills Formula?

The business dentistry has changed dramatically in recent years and dentists are very much the pioneers of new technology and products that can provide people with beautiful, healthy teeth. BHF have concentrated on producing new safe whitening products for removing stains, helping remineralise the enamel and give the customer/patient a long term healthier smile, not just a whiter smile. With the launch of the new Professional White range we would like to work closely with dental professionals and look forward to their feedback and hopefully their support.

With toothpastes being such a competitive market, how does the Professional White range differ from other products available on the market?

Again this comes back to providing high quality and effective products. At Purity Laboratories based in Dublin, Ireland, we are driven by testing and results and can provide independent antibacterial and whitening reports, comparing our products against other leading oral hygiene brands. The fact we’re a firmly established oral hygiene brand present in many countries internationally means we’re not easily replaced by any emerging brands which may have jumped on the black whitening toothpaste bandwagon follow- ing the launch of our Perfect White Black. The Professional White range is aimed at the middle to high-end market, people who want to achieve a whiter, healthier smile using a product which contains high quality ingredients and safe levels of whitening ingredients to be able to get excellent results.

Beverly Hills Formula has come a long way since its initial launch in 1994. Are you satisfied with the developments over the past 20 years and where do you go from here?

We would like to take a stronger hold on the international market with all our products. We are currently in discussion with some major distributors and are looking at ways to improve our marketing objectives, which in the past we may not have focused on as much in raising the brand’s profile to new consumers. We’d like to concentrate on getting the brand name and our excellent products out there in a new and exciting way, which will also remind people that we’re still here after 20 years, constantly evolving and delivering new, innovative oral hygiene products.

What steps should be taken to create the right awareness of the available treatment options and prove to consumers the importance of using them?

I would like to see more choice in oral hygiene products being opened up to patients and consumers and not just the brands with the deepest pockets to spend on huge advertising campaigns. We’d love dental professionals to try our new Professional White range and hopefully champion it as one of the established and leading brands which offers great oral care, with the emphasis being on people caring for their teeth and using the safest most effective products available to them at home.

Please come along to meet us and see our exciting new Professional range of products. Stand SR606 at AEEDC Dubai.

Purity Laboratories Ltd. / Beverly Hills Formula
www.beverlyhillsformula.com
Tel: +353 1842 6611
E-mail: info@beverlyhillsformula.com