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Interview: The Secrets Of Whitening Toothpastes Unveiled!

Beverly Hills Formula has been working hard to provide premium quality oral care products for the dental sector through their range of whitening toothpastes and mouthwashes for more than 20 years. Dental Tribune Middle East & Africa spoke to Beverly Hills Formula Business Development Manager, Chris Doidl, about what it all began and how plan to help the profession tackle some common dental problems!

1. Could you start by telling us a bit about the origins of Beverly Hills Formula and it's overall vision?

When Eric Peterson established the Beverly Hills Formula brand back in 1992, the mainstay of whitening toothpastes around were very abrasive that respectively harmed tooth sensitivity and damage to the enamel.

And so it was the company's aim to provide a whitening toothpaste that enabled patients to attain high removal of tooth stains, without damaging the enamel. This was, and continues to be, the core raison d'etre of the company and Beverly Hills Formula brand.

2. Beverly Hills Formula whitening toothpaste has been in the oral health and beauty sector for over 20 years now. Where does you think its success lies?

Combining leading scientific advancements and the finest ingredients from both health and beauty companies in America, together with the famous high-quality waters of Co. Wicklow, Irel- land, it has successfully developed and launched our first whitening brand in 2012. Well-received within the market, the range was soon enhanced also with an innovative whitening toothpaste, the first - Sensitivity Whitening toothpaste - which alongside making teeth whiter, reduced the sensitivity, giving customers suffering from sensitive teeth the ability to use and benefit from whitening products.

3. Tooth whitening is one of the fastest growing markets in the dental sector. Why do you think this is?

In today's image-conscious society, more and more celebrities and TV personalities are opting for tooth whitening, veneers or other cosmetic procedures, in order to attain a bright, white, smile, aka the ‘Hollywood smile”. Quite simply, if people aren't happy with their appearance, including their teeth, this can impact on their confidence, self-esteem and happiness. As a result, patients are increas- ingly turning to their dentists and dental hygienists, asking, “How can I achieve a white teeth?” Add to this, a recent survey that revealed, nearly one in five people (18%) find stained teeth a real turn off (1), it's no wonder why tooth whitening has become a fast growing market within dentistry.

4. What are your views on professional tooth whitening? And how can your products support this trend?

The ability to offer a professional tooth whitening service in your practice is an extremely attractive and lucrative treatment offering which will keep you at the cutting edge of cosmetic dentistry. However, the power of a gleaming smile should never be underestimated and it needn’t be at a huge expense, as whitening toothpastes are a cost-effective and excel- lent way to maintaining white teeth post-in-surgery treatment.

Once the patient leaves the practice, the maintenance of their new, white smile becomes their own responsibility. It's essential that as a dental pro- fessional you help patients practice a good oral care routine at home and minimise the effect of “bounce back”, a process which takes place a day or two after treatment whereby the teeth rehydrate and slightly dark- en, through the benefits of whitening- toothpastes.

Communicating the beneficial ef- fects of professional maintenance routines through the use of whitening toothpastes after-in surgery whitening treatments will help patients retain the smile they desire and a healthy mouth, providing a solid foundation for further treatments as desired.

5. With an array of tooth whitening products on the shelves, what makes your whitening toothpaste stand out from the crowd?

Taste, brand, price and ability to combat common dental problems are all factors for choosing- toothpaste, but not many look beyond the aesthetic packaging and into the ingredients. The continuous developments and options available within the market mean that there is a non-one-size-fits-all solution, but by gaining a thorough understanding of the ingredients inside the tooth- pastes, you can begin to discuss your options with patients. One of our core values is to continue to spend resources on enhancing the quality of the product and ingredients going inside the tube. In particular, our focus on packaging and spin marketing. The result, low abrasion toothpastes with high stain removal, helps to protect the pati- ents oral health whilst enhancing their smile.

6. Sensitivity is a common problem, especially after professional tooth whitening. Is there anything dentists can do to help alleviate this dis- comfort for patients?

After in-surgery tooth whitening treatment patients can experience sensitivity, this could be anything from a mild twinge to having severe discomfort that can last for several hours, or even days. Highly abrasive toothpastes can add to this pain, as they continue to erode the enamel.

For this reason, patients should use a low abrasion, desensitising, whitening toothpaste that contains the ingredient Potassium Citrate. This desensitising agent relieves tooth sensitivity by effectively blocking the transmission of pain sensation bet- ween the nerve cells that enable cold and hot sensations to reach the tooth’s surface. Those that require extra sensi- tivity relief with an extra whitening boost will appreciate Beverly Hills Formula White Sensitite Whitening toothpaste. Combining the advanced Hyaluronic acid for performance whitening with Potassium Citrate for rapid sensitivity, patients can start to enjoy acidic foods and drinks once again whilst leaving tooth looking and feeling brighter. Regular use will also help to prevent tartar build-up and relieve tooth sensitivity, effectively protecting and whitening whilst allowing patients to maintain good oral care.

7. There has been some speculation that whitening toothpastes aren’t ef- fective. Is this true?

Unfortunately, 2012 saw whitening toothpaste come under scrutiny in Europe and particularly in the UK when Aem & Hammer’s Advanced Whitening toothpaste advertisements were banned after it emerged that 49% of users, during one week trial, either saw no improvement or were left with darker teeth (2). By association, many dental profes- sionals and patients assume that all whitening toothpastes do not live up to their claims. This is not true!! Con- trary to this, it’s essential that tooth- pastes, which safely and effectively whiten teeth and are proven to work, are brought to your patients’ atten- tion. In a 2012 UK Dental School performed and published laboratory study its aim was to measure stain removal in order to discover how effective various toothpastes were at removing dietary stains from Per- son, compared to water. The laboratory tests revealed that stain removal was performed after just one minute. Of the products tested, Beverly Hills Formula Natural Whitening Expert toothpaste proved more effective at removing stains when compared with other leading brands of toothpaste and toothpastes, with over 91% of stains removed over a five-minute period (3).

Other products within the range also scored exceptionally well with Bever- lly Hills Formula Perfect White toothpaste removing 87% of stains and Beverly Hills Formula Dentist’s Choice Gum & Whitening Expert toothpaste removing over 86%.

Unfortunately, other leading brands of whitening toothpastes and toothpastes scored as low as 41%, a remarkably low percentage, considering water alone removes 40% of staining.

8. How about their abrasivity? How safe are whitening toothpastes?

There is a misconception that to remo- ve dental stains caused by smok- ing and some foods and drinks, pa- tients need to resort to products that contain harsh abrasives. This is not the case. We recommend patients use whitening toothpastes that contain Hyaluronic Acid. This abra- sion ingredients, which is frequently combined with the softer calcium car- bonate to provide a smooth gel-like quality, works hard to remove plaque and stains and whiten the teeth. It has no distinctive taste or colour and may also be labeled as anerosil dioxide, silicon oxide, or silica gel. This mild abrasion is harmless and even toothpastes approved by the US Food and Drug Ad- ministration as “Generally Recognized as Safe”. Toothpaste abrasiveness is measured by its RDA (relative dentin abrasivity) value, and any figure over 100 is considered abrasive. In July 2012, a USA-based independent testing laboratory tested the abrasion levels of 15 toothpastes. The results confirmed that Beverly Hills Formula’s whitening toothpaste is less abrasive than other leading brands of both whitening and regular tooth- pastes. In fact, Beverly Hills Formula Total Beach Whitening scored as low as 98 on the Abrasivity Index Table, whilst some leading competitors have levels as high as 136. Beverly Hills Formula Perfect White scored 95; and Beverly Hills Formula Natural Whitening Expert toothpaste proved more effective at removing stains when compared with other leading brands of toothpaste and toothpastes.

9. Finally, can we expect to see any new and exciting developments at Beverly Hills Formula over the co- ming months?

We are continuously working to enhance our product offering and one of our latest developments is a Perfect White Black toothpaste. Ideally placed to complement the Perfect White ran- ge launched last year, Perfect White Black helps those who suffer from bad breath achieve a Hollywood smile with its high performance ‘activated charcoal’ whitening whilst experience a fresh breath feeling. We are particu- larly excited about the remy of our latest-selling toothpaste, Dentist’s Choice. Soon to be launched, our new professional range will consist of all the products you will need as a dental professional when advising patients on their combat common dental problems.

The range will include Dentist’s Choice Whitening Expert toothpaste, Dentist’s Choice Sensitive Expert tooth- paste, Dentist’s Choice Fresh Breath Expert Black toothpaste with ‘activa- ted charcoal’, Dentist’s Choice mouth- turing mouth conditioner for dry mouth, and Dentist’s Choice mouth- wash in their advantageous forms.

References

2. The whitening toothpaste that can make teeth DARKEST- Ad starring Blue Peter girl Katy Hill banned af- ter customers say product didn’t make teeth DARKER: Ad starring Katy Hill banned after cus- tomer say product didn’t make teeth DARKER: Ad starring Katy Hill banned after cus- tomer say product didn’t make teeth DARKER: Ad starring Katy Hill banned after cus- tomer say product didn’t make teeth DARKER: Ad starring Katy Hill banned after cus- tomer say product didn’t make teeth DARKER: Ad starring Katy Hill banned after cus-