2019 has been a truly stellar year for Irish oral care experts Beverly Hills Formula. At the beginning of the year, the brand had one clear objective in mind – to be the number one at-home teeth whitening brand in the middle east. The well-established brand currently retails in UAE, Jordan, Lebanon, Oman, Qatar, Kuwait, Bahrain, Iran and Saudi Arabia and have been hugely successful in growing their presence there this year as well as across the globe.

The brand knew that further growth would not be easy, given that there are more teeth whitening products than ever available on the market today. They attribute their success to several factors – scientifically formulated products that are safe to use and truly make a difference, as well as devotion to continuously researching and providing highly innovative and first-to-market products. Last year, the addition of cutting-edge new products to their already hugely successful portfolio has allowed them to enjoy continuous success and growth in the region.

The brand has always kept a close eye on market trends and have ensured they are always one step ahead, releasing the latest formulations well ahead of the crowd. They are continuously seen as innovators, not imitators and are known throughout the middle east for their award winning, scientifically formulated products, as well as their bright stand out colours that are designed to make an impact as well as keeping the brand well ahead of their competitors.

New product development was huge for the brand last year, with three innovative products joining their hugely successful Perfect White Range. The products caused a huge hype within the oral care industry and have seamlessly integrated with the bold and daring range.

Perfect White Optic Blue
Using Blue Filter Technology, a market first, which forms a special layer over teeth during brushing to reflect the light which creates an optical whitening effect visible after one use. The time-tested formulation containing Advanced Hydrated Silicas and Pyrophosphates also provides effective stain removal, and the 1400 ppm Sodium Fluoride protects your enamel at the same time ensuring strong and healthy teeth.

Perfect White Gold Mouthwash
Made with real gold, known for its anti-bacterial, anti-inflammatory and blood flow regulating properties, this luxurious mouthwash eliminates bad breath and provides a long-lasting freshness. The new ‘shake to activate’ formula contains Pyrophosphates which help to remove surface and deep stains for a brighter and whiter smile, whilst the scientific formulation combats bad breath each time.

Perfect White Whitening Kit
Scientifically formulated to reduce plaque and harmful bacteria, the whitening kit includes 28 whitening strips and as well as a highly innovative whitening pen. The transparent and flexible strips are coated with tooth whitening gel which ensure whitening results after one use. The whitening pen is ideal for touch ups on the go. This ultimate whitening duo contains safe levels of Hydrogen Peroxide – ensuring a whiter, brighter smile!

2019 Plans
Building on the monumental success of 2018, this year will certainly catapult the brand to further heights. New product development is at the forefront of this year’s objectives, although for now the brand remain tight-lipped on what’s to come.

Beverly Hills Formula are delighted to be at this year’s International Dental Conference and Arab Dental Exhibition (AEEDC) and look forward to showcasing their latest products to dental professionals across the globe.