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 the UAE, Jordan, Lebanon, Oman, Qatar, Kuwait, Bahrain, Iran and Saudi Arabia also seek new distributors 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 aids 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 30,000 bristles, 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 having to brush hard. 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 Pentasodium Triphosphate agent prevents food particles settling on the teeth. For extra stain removal, the anti-tartar ingredient Pentasodium Triphosphate coats the surface of your teeth to prevent bacteria forming, leaving your teeth feeling cleaner and appearing brighter all day.

Perfect White Black Mouthwash is the first of its kind, ‘shake to activate’ mouthwash, scientifically formulated with Activated Charcoal to help remove surface and deep stains. Perfect White Black Mouthwash also helps to eliminate bacteria causing 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 Pentasodium Triphosphate agent prevents food particles settling on the teeth. For extra stain removal, the anti-tartar ingredient Pentasodium Triphosphate coats the surface of your teeth to prevent bacteria forming, leaving your teeth feeling cleaner and appearing brighter all day.

Perfect White Black Sensitive is a professional toothpaste that contains real gold particles that clean and protect sensitive teeth. The toothpaste is scientifically formulated with Activated Charcoal and Potassium Citrate for rapid sensitising action. Low in abrasion, Perfect White Black Sensitive also helps eliminate bacteria which causes bad breath and neutralises remaining odours, leaving your breath feeling fresh all day long. This year our main focus is expanding in the Middle East and building on our current success in Jordan and Iran as well as seeking new distribution outlets in Iraq, Egypt and Qatar. We’ve also just released a ‘shake to activate’ mouthwash, scientifically formulated with Activated Charcoal and Potassium Citrate for rapid sensitising 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 Pentasodium Triphosphate agent prevents food particles settling on the teeth. For extra stain removal, the anti-tartar ingredient Pentasodium Triphosphate coats the surface of your teeth to prevent bacteria forming, leaving your teeth feeling cleaner and appearing brighter all day.

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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 aids 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 30,000 bristles, 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 having to brush hard. 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 Pentasodium Triphosphate agent prevents food particles settling on the teeth. For extra stain removal, the anti-tartar ingredient Pentasodium Triphosphate coats the surface of your teeth to prevent bacteria forming, leaving your teeth feeling cleaner and appearing brighter all day.

Perfect White Black Mouthwash is the first of its kind, ‘shake to activate’ mouthwash, scientifically formulated with Activated Charcoal to help remove surface and deep stains. Perfect White Black Mouthwash also helps to eliminate bacteria causing 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 Pentasodium Triphosphate agent prevents food particles settling on the teeth. For extra stain removal, the anti-tartar ingredient Pentasodium Triphosphate coats the surface of your teeth to prevent bacteria forming, leaving your teeth feeling cleaner and appearing brighter all day.

Perfect White Black Sensitive is a professional toothpaste that contains real gold particles that clean and protect sensitive teeth. The toothpaste is scientifically formulated with Activated Charcoal and Potassium Citrate for rapid sensitising action. Low in abrasion, Perfect White Black Sensitive also helps eliminate bacteria which causes bad breath and neutralises remaining odours, leaving your breath feeling fresh all day long. This year our main focus is expanding in the Middle East and building on our current success in Jordan and Iran as well as seeking new distribution outlets in Iraq, Egypt and Qatar. We’ve also just released a ‘shake to activate’ mouthwash, scientifically formulated with Activated Charcoal and Potassium Citrate for rapid sensitising 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 Pentasodium Triphosphate agent prevents food particles settling on the teeth. For extra stain removal, the anti-tartar ingredient Pentasodium Triphosphate coats the surface of your teeth to prevent bacteria forming, leaving your teeth feeling cleaner and appearing brighter all day.

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"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 abrasions and also allows for recovery of the enamel whilst leaving a fresh and clean feeling."