Oral care brand Beverly Hills Formula finish off a fantastic year in style

By Beverly Hills Formula

2018 has been an exceptional year for trailblazing brand Beverly Hills Formula. Now synonymous with the very best in at-home teeth whitening, the brand has seen a huge growth and demand for their products, expanding the business worldwide at a phenomenal rate.

New product development was the company’s main objective this year resulting in two highly innovative, highly effective products added to continually impressive portfolio.

This year saw the expansion of the Perfect White family, the brand’s now best-selling and increasingly popular range. Consisting of the acclaimed Perfect White Black, Perfect White Gold, Perfect White Black Sensitive and Perfect White Black Mouthwash. After years of scientific research, the brand was delighted to announce the introduction of two new products – Perfect White Optic Blue and Perfect White Gold Mouthwash – products which look and feel as luxurious as they sound.

The Perfect White Range shot to fame with the introduction of Perfect White Black. The brand was the first to bring activated charcoal to the market – known for its love of tannins and the ideal ingredient to add to teeth whitening products. The secret weapon, Activated Charcoal, has been clinically proven to be one of the most effective teeth whitening ingredients available today. Perfect White Black works to whiten teeth, remove surface and deep stains and helps to eliminate the bacteria that causes nasty bad breath.

Perfect White Black Mouthwash followed on from this, along with Perfect White Black Sensitive – containing hydroxyapatite, known for remineralisation and repairing the enamel, Perfect White Black Sensitive gives an amazing deep clean, epic stain removal and incompa-rable protection for sensitive teeth.

Also, in this innovative range is Perfect White Gold – a whitening toothpaste which contains real gold particles. Gold is known for its anti-bacterial and anti-inflammatory properties. Due to Perfect White’s non-abrasive stain removal power, it has become one of the most popular ranges for the brand to date.

Naturally, the brand was keen to utilise their extensive knowledge and bring to the market two excellent products – designed to remove stains, whiten & care for your teeth & gums at the highest level.

Perfect White Optic Blue Whitening Toothpaste contains innovative Blue Filter Technology, guaranteeing a whiter brighter smile after each use. The Blue Filter technology forms a special layer over teeth during brushing to reflect the light which creates an optical whitening effect after each use, making visible results immediate with this advanced technology. The time-tested formulation containing Advanced Hydrated Silicas and Pyrophosphates also provides effective stain removal, and the 1400 ppmF Sodium Fluoride protects your enamel at the same time, for strong and healthy teeth.

Along with Optic Blue is the introduction of Perfect White Gold Mouthwash, a luxurious, shade to activate formula containing real gold particles. Acknowledged for its anti-bacterial, anti-inflammatory and blood flow regulating properties, this luxurious mouthwash eliminates bad breath and provides a long-lasting freshness. Pyrophosphates help to remove surface and deep stains for a brighter and whiter smile, always. Scientifically formulated to combat bad breath, this innovative mouthwash is made from cruelty-free ingredients and does not contain parabens.

It’s safe to say that Irish brand Beverly Hills Formula have something in their range for every preference. They firmly believe that the creation of safe, effective products and excellent customer service have set them apart from their competitors. The brand thanks all its loyal customers for their support and looks forward to huge success in 2019.

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