Beverly Hills Formula has become more active in the MEA region in recent years. With a strong evidence based scientific research and innovation, launching a new professional range of products is a natural progression for the company.

The dental business 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.

The new professional 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, Perfect White Gold whitening mouthwash that contains chlorhexidine and xylitol to combat plaque and neutralize the bacteria. Another brand new edition to the range will be the Professional White 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.

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

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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 products. 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 isn't 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 AEED 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.