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About the Author
John J. Stropko received his DDS from Indiana University in 1964. For 24 years he practiced endodontics and periodontology. In 1980 he received a certificate in endodontics from Boston University and has recently re-
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Beverly Hills Formula - Over 20 Years Perfecting the Business of Smiling

By Chris Dodd, CEO Beverly Hills Formula

Manufactured in fre-
ch-speaking France, Beverly Hills Formula ranges are rapidly becoming the go-to whitening products, with many people opting to use these safe at-home whitening toothpastes over harsh and abrasive treat-
ments. The company is con-
stantly expanding its range and offers a whitening toothpaste to suit all prefer-
ences. With over 20 years’ experience in the business, the company, based in Ireland, has grown considerably in the past few years. In 2015 Nielsen/Check-
out Magazine named the Beverly Hills Formula as one of the top five oral care brands. This is an impressive achievement when one takes into consideration the vast number of whitening toothpastes available on the market today.

The success of Beverly Hills Formula comes down to a num-
er of factors:
• The company’s range of whitening toothpastes is safe to use at home.
• The company has ensured that their products are as ef-
fective as possible, and have proved themselves as leaders in expert stain removal.

Launched in 2012, the Perfect White Range has been viewed as a revolutionary way of al-
lowing people to whiten their teeth without opting for prod-
ucts containing high percent-
ages of peroxide, potentially devasting to teeth in the long term. The company responded to the need for quality and ef-
fective whitening products in the market. New product develop-
ment has always been some-
thing that Beverly Hills For-
amula held in great importance, and owes much of its success to this. It has emerged in the market by storm. charcoal is a product that has seen the same success as products containing real gold particles was t

Fig. 1. Stain Removal Study Results (L.R, 2012).

perfect White Black with, qualified dentists and cosmetic doctor Dr Martin Kissella say-
ing: ‘I’ve tried the Beverly Hills Perfect White toothpaste and found it to be effective in removing stains and helping to achieve a whiter, brighter smile.’ Following on from this, the company introduced Per-
fected White Black Mouthwash in 2015, also the first of its kind. The ‘shake to activate’ 
charcoal mouthwash keeps breath fresh for up to 12 hours, whilst removing stains. Perfect White Gold toothpaste, con-
taining real gold particles was

2016 will be a huge year for Beverly Hills Formula, with the company planning on in-
roducing an expert whitening product. Perfect White Expert toothpaste, containing effective and safe levels of peroxide, will offer a high performance whit-
ening boost. As well as this, the company’s latest introduction Perfect White Black Sensitive, the first charcoal toothpaste for sensi-
tive teeth. The brand will also add a charcoal dental floss and
Discover the new time-saving composite

The nano-optimized 4-mm composite

Tetric® N-Ceram Bulk Fill

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levels as low as 89, when compared with some leading stain removal products on the market which scored as high as 186. It is important to note that although there are many leading whitening toothpastes on the market, many of these contain extremely high abrasion levels, which will strip away the enamel over time. This can cause a range of problems, including increased sensitivity to hot and cold foods, as well as causing teeth to appear yellow over time - quite the opposite function of a whitening toothpaste! It is important that patients are well informed of the dangers of using toothpaste which contain high abrasion levels, which generally will do more harm than good to one’s teeth. Beverly Hills Formula strives to help patients achieve professional whitening results without the need for harsh abrasives or bleach. Their innovative and cutting edge products have paved the way for high quality and safe teeth whitening in the home.

Whilst it is extremely important to keep abrasion levels at a minimum, whilst obtaining the maximum whitening effect. Whilst it is extremely important to keep abrasion levels at a minimum, whilst obtaining the maximum whitening effect, many people suffer from sensitive teeth and it can start at any time. It is more common in people aged between 20 and 40, although it can affect people in their early teens and when they are over 70. Women are more likely to be affected than men. If sensitivity effects so many people why are they not buying more “sensitive” oral care products?

Research tells us that most consumers, as many as 90%, find it difficult to choose products more attractive and readily available with clear and easy to understand information. In 2014 there was a rise in the number of launches with enamel focus, for high quality and safe teeth whitening in the home. The company has long proven themselves as fore runners in expert at-home teeth whitening. By continuously researching cutting edge methods, the Beverly Hills Formula brand has ensured that they are constantly ahead of their competitors.

By Jordan

Sensitivity is a growing oral care health concern and preventing sensitivity starts by keeping the teeth enamel strong & healthy. Sensitivity is in a lot of markets the Nr. 1 concern influencing purchase. Consumers want products that work well but are also gentle to their teeth enamel and gums. Many people suffer from sensitive teeth and it can start at any time. It is more common in people aged between 20 and 40, although it can affect people in their early teens and when they are over 70. Women are more likely to be affected than men. If sensitivity effects so many people why are they not buying more “sensitive” oral care products?

Research tells us that most consumers, as many as 90%, find it difficult to choose products in-store. So how can we help consumers find the right products for them? It can start at the dentist. Dental profession- als recommend that consumers choose toothbrushes with soft bristles as these are gentle on their teeth enamel and gums. They also prefer smaller heads as it is easier to navigate around the mouth and clean difficult areas, especially the back molars where cavities tend to start. 

Manufacturers can also help by making “sensitive” products more attractive and readily available with clear and easy to understand information. In 2014 there was a rise in the number of launches with enamel focus.

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