Perfect White leads the way for high stain removal and low abrasion whitening toothpastes

By Chris Dodd

Chris Dodd, Managing Director of Purity Laboratories, discusses the attributes of a safe whitening toothpaste.

As dental professionals, you recognise the importance of your patients avoiding highly abrasive whitening toothpastes as they can damage their teeth and gums, removing the lustre of the teeth and dulling a beautiful smile. By recommending a low abrasion whitening toothpaste, you can ensure your patients protect their tooth enamel while striving to achieve and then maintain their white smile for longer.

It is a well-known fact that the abrasiveness of toothpaste is measured according to the RDA (Relative Dentin Abrasivity) value, and any value over 100 is considered to be “abrasive”, something which is unfortunately often not included in marketing or promotional information supplied with toothpaste products, thus masking a common problem.

Interestingly, a USA-based independent testing laboratory (July 2012) tested the abrasion levels of 15 toothpastes. The results confirmed that Beverly Hills Formula’s whitening toothpaste is less abrasive than other leading brands of both whitening and regular toothpastes. In fact, Beverly Hills Formula Perfect White scored as low as 95 on the Abrasivity Index Table, whilst some leading competitors displayed levels as high as 150.

To support these abrasion results, an invitro laboratory study found that Beverly Hills Formula whitening toothpastes remove stains in just one minute. Beverly Hills Formula Perfect White (coded as “PLMO/1x1158 Stain Removal” in the study) toothpaste proved effective at removing stains with almost 91% of stains removed over a five-minute period. Meanwhile, other leading brands of whitening toothpastes and toothpolishes scored as low as 41%, a remarkably low percentage, considering water alone removes 48% of staining (2).

References
1. Research conducted on behalf of the British Dental Health Foundation by Altomik Research, February 2013. Samples size: 2,044.

Contact Information
Purity Laboratories Ltd, Beverly Hills Formula
www.beverlyhillsformula.com

Ranked percentage stain removal following 5 minutes treatment

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