Establishing good oral care habits from the very first tooth

By Jordan

It is important that we take care of our teeth right from the beginning and establish good brushing habits. Parents and children do not share the same motivation when it comes to choosing their toothbrush. Parents are concerned about safety and look for quality products that they think their children will like. As many as 45% of them buy “children’s personal care” products because their children are more excited about using them. Children are primarily motivated by fun (much more than health). Colours and design play an important role in making their brushing sessions positive. Older children especially are attracted to “new” features and functions that they would like to try.

In a recent consumer study,¹ we found that parents appreciate information that will help them to “new” features and functions that their children “floss” as soon as possible. This can be as early as the age of 6-11 years old. The Journal of Dentist hygiene, volume 83, issue 3, 2013² reveals the secrets of whitening toothpastes!

Beverly Hills Formula reveals the secrets of whitening toothpastes!

By Dental Tribune MEA/ACAP Pharma

Beverly Hills Formula has been working hard to provide premium quality oral care products for the dental sector through their range of whitening toothpastes and mouthwashes for more than 20 years. Dental Tribune Middle East & Africa speaks to Beverly Hills Formula Managing Director Chris Dodd to reveal some secrets that lie around whitening toothpastes!

Dental Tribune MEA: Firstly, can you give us some background on Beverly Hills Formula and its overall vision? Chris Dodd: When Eric Peterson established the Beverly Hills Formula brand back in 1992, the majority of whitening toothpastes around were very abrasive and were responsible for tooth sensitivity and damage to the enamel. And so it became the company’s aim to provide whitening toothpaste that enabled everyone to attain high stain removal and effective tooth whitening results, without damaging the enamel. This was, and continues to be, the core vision of the company and Beverly Hills Formula brand.

Beverly Hills Formula whitening toothpaste has been in the oral care health and beauty sector for over 20 years now. Where do you think the success lies?

We continuously strive to enhance our product offering and one of our latest developments is Perfect White Black toothpaste. Ideally placed to complement the Perfect White range, Perfect White Black helps those who suffer from bad breath achieve a Hollywood smile with its high performance ‘activated charcoal’ whitening whilst experiencing a fresh breath feeling.

Innovations, high stain removal but low abrasivity are key factors for Beverly Hills Formula and it is important to us to always be using the highest quality of ingredients to ensure the quality of our products is next to none. This is why I believe Beverly Hills Formula remains successful over 20 years since the brand was born.

Tooth whitening is one of the fastest growing markets in the dental sector. Why do you think this is?

In today’s image-conscious society, more and more celebrities are opting for tooth whitening, veneers, or other cosmetic procedures, in order to attain a bright, white smile, aka the “Hollywood Smile”. Quite simply, if people aren’t happy with their appearances, including their teeth, this can impact on their confidence, self-esteem and happiness. As a result, patients are increasingly turning to their dentists and dental hygiene-providers for these services.