It’s A Hat Trick For Award-Winning Teeth Whitening Brand

Thursday 15 March, 2018

Leading oral hygiene brand Beverly Hills Formula has been shortlisted again for the Pure Beauty Global Awards 2018.

The innovative teeth whitening brand previously won the Pure Beauty UK Awards in 2017 with their Professional White Precious Pearl remineralising serum, that is shortlisted in this year’s Global Awards. Beverly Hills Formula also won the Grocer New Product Awards with Perfect White Black mouthwash in 2016.

Precious Pearl Enamel Remineralising Serum is a new formula containing high levels of Hydroxyapatite and pearl powder. Hydroxyapatite is a natural compound proven to form a new protective layer helping to make teeth appear smoother and whiter by repairing micro-lesions and strengthening the enamel. While pearl powder is gentle micro-polisher rich in remineralising minerals such as calcium, phosphorous and potassium.

Now the Dublin-based company will compete against other international brands for the Best Special Innovation Award, which will be announced later this year in Dubai, alongside Beautyworld, the largest international trade fair in the Middle East.

Christopher Dodd, CEO of Beverly Hills Formula, said: “We are absolutely delighted to be shortlisted in the Pure Beauty Global Awards as it’s the first time we’ve entered them. As an international brand competing against other leading brands it’s a fantastic achievement in itself just to be shortlisted in such a hugely competitive industry.

“This follows on from our award win last year in the Pure Beauty UK Awards and the year before when our Perfect White Black Mouthwash won the Grocer New Product Award.

“To be recognized consecutively by Pure Beauty Magazine makes us all feel incredibly proud,” added Chris.

Pure Beauty Magazine is UK’s most popular retail magazine which rewards innovation and creativity within the beauty industry and the Grocer New Product Awards celebrates and rewards outstanding innovation in the UK’s Fast Moving Consumer Goods sector in non-food and food categories.

Beverly Hills Formula, established in Dublin since 1992, have led the way with original and effective oral hygiene products and whitening toothpastes that are available in over 22 countries worldwide. Also in UK pharmacies, Superdrug, superdrug.com, selected Morrisons and Waitrose supermarket stores. For more product details and stockist details, visit http://beverlyhillsformula.com

Images:

Pure Beauty Global Awards Shortlisted Logo

Beverly Hills Formula Professional White Remineralising Serum

Notes to Editors:

For samples please see media contact below.

Beverly Hills Formula is one of the longest and most trusted whitening brands on the market, having been formulated in California in 1992, the brand was later established in Ireland. Today, Beverly Hills Formula leads the way with innovative products like their Perfect White Black toothpastes and Perfect White Black mouthwash which contains Activated Charcoal known for its whitening properties and their latest Professional White range.

Media:



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Pure Beauty Magazine provides news, views and in-depth features covering product launches, retail trends and innovation in the British beauty market. A must read for buyers, consultants, brands, PR and beauty retail. In addition to the magazine the prestigious Awards reward innovation and creativity within the beauty industry. Pure Beauty readers vote to help decide the final results announced at the awards evening.

The Grocer is the only paid for weekly magazine to serve the food and non food retail sector. Celebrating its 150th anniversary in 2012, The Grocer provides unrivalled coverage of the latest product developments, up to the minute news, industry data and category information.

Social Media:

Facebook: Beverly Hills Formula

Twitter: BHF_Whitening

Instagram: BeverlyHillsFormula

YouTube: BHF

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