

UK's first teeth whitening toothpaste for veneers

The UK's leading provider of non-peroxide natural teeth whitening products has launched the UK's first innovative toothpaste for veneers.

Whites Beaconsfield, founded by entrepreneurial brothers Ollie and Toby Brittan, has created the new product which doesn't just remove stains but actually whitens them too.

Veneers are wafer-thin, custom-made shells of tooth-coloured materials designed to cover the front surface of teeth to improve your appearance while also providing strength and resilience comparable to natural tooth enamel. But dental veneers, made from porcelain or from resin composite materials, are prone to staining and until now there have been very few products on the market to combat this problem.

Whites Beaconsfield, known for its non-peroxide affordable teeth whitening products, created the revolutionary toothpaste formula after demand from customers with veneers, composites, crowns and natural teeth.

The affordable and unique toothpaste priced at £14.99 (launch price £12.99 and Black Friday sale up to 80% off products) has been designed to be non-abrasive, vegan friendly, cruelty free, preservative free, SLS and PEG free as well as free from micro plastics.

The special formula contains five polishing ingredients (perlite, sodium bicarbonate, boosting silica, Pentasodium Triphosphate, PVP), a volcanic mineral (high polishing, low abrasion), enzymes (papaya fruit enzyme naturally dissolves stains), sodium bicarbonate and vitamin E for soothing.

Other products on the market use harsh abrasives to scrub teeth and can often feel gritty in texture. This is not good for the health of the natural tooth or expensive dental work as it will cause micro-abrasions. Whites Beaconsfield's toothpaste uses the best quality polishers that are specially selected for their lower abrasion and high performance which helps with sensitivity.

With regular use stains are gradually removed without causing damage to veneers or natural teeth. It should be used instead of users' existing paste (two mins, twice per day). The low abrasive polishers and whitening boosters remove stains when brushing and enzymes naturally dissolve stains.

The paste, design for adult use, is also anti plaque and tartar and freshens the breath.

Whites Beaconsfield specialise in non-peroxide teeth whitening kits that can show results after just ten minutes and range in price from £9.99 to £114.99. The products vary from single items to ultimate teeth

whitening kits (full product range www.whitesbeaconsfield.co.uk) and top of the range electric toothbrushes and a toothbrush just for children. The extensively researched natural, vegan friendly oral care products are guaranteed to give cleaner teeth and a sparkly smile, naturally.



Early bird registration now available for endodontic congress

For endodontists, specialist endodontists and general dentists with an interest in endodontics, don't miss the next World Endodontic Congress (WEC) from the International Federation of Endodontic Associations (IFEA).

Hosted by the British Endodontic Society (BES), the 2024 Congress will be held on 11-14 September at the Scottish Event Campus in Glasgow.

Titled 'Phases & Interfaces', the event will present a comprehensive programme with extensive line-up of speakers who are operating at the cutting-edge of the field. There will also be various social events and networking opportunities, as well as a broad-spectrum trade show with a variety of organisations showcasing their endodontic products, technologies and solutions.

Early bird registration rates are available until 31 May 2024, offering significant discounts for IFEA members, non-members and postgraduate students. Consider joining the BES to make use of exclusive member rates for the Congress, as well as the many other benefits available.

Secure your place today at <https://ifea2024glasgow.com/> – remember, book by 31 May 2024 to enjoy early bird discounts.

For more information about the BES, or to join, visit the website www.britishendodonticsociety.org.uk or call 01494 581542.

