

Australia Day and The Aussie Brands Brits Love

Submitted by: Kin Communications2

Thursday, 25 January 2018

- Australia Day 26th January 2018
- Australia's No.1 rated teeth whitening brand brings new products to the UK
- Professional standard toothpaste which really works

To coincide with Australia Day 2018 (26th January), the team at Australian teeth whitening brand White Glo, are celebrating the Aussie brands Brits love.

From beauty to beer, and everything in between, Brits love brands from down under. They've gifted us their wavy beach hair with Aussie hair care and kept our feet warm with UGGS and now we can copy their white smiles with the Professional Choice whitening toothpaste.

The Professional Choice toothpaste was originally exclusively for actors and models, but it is now available on UK high streets.

The product was rated number one most effective whitening toothpaste in a leading Australian independent trial and will safely and effectively whiten your teeth, without the need to spend any more than you would on a regular toothpaste. Plus, it comes with a free toothbrush, dental floss and dental toothpicks.

Our long history with Australia means Aussie brands are having a moment in the UK. Along with White Glo, other beauty brands Aesop, Al'chemy and Frank Body are all making waves in the UK market.

A spokesperson for White Glo said "There has been an increased demand for professional teeth whitening products in the UK, with a particular demand for activated charcoal. We have listened to what British people want and will be launching a charcoal version of our Professional Choice whitening toothpaste, which is already hugely popular back in Australia."

This Australia Day, White Glo are encouraging Brits to brighten their smiles and join them in celebrating the close relationship between the UK and Australia.

To find out more about looking after your teeth visit White Glo (<http://www.whiteglo.com/>)

Samples are available to press for review.

ENDS

For more information, high res product images or a sample product for trials, please contact danielle@kincomms.com or call 020771719696.

Notes to Editors:

White Glo was first established in Australia in 1993 and was the first company to introduce teeth whitening products to the Australian market. White Glo is one of the market leaders in Australia's whitening toothpaste and teeth whitening industries. White Glo products are now sold in the United Kingdom, South Africa, Russia, Singapore, China, Hong Kong, Japan, Middle East, New Zealand, Papua New

Guinea, Greece, Philippines and Cambodia.

UK Stockists include Boots, Superdrug, ASDA, Tesco and Morrisons.

Professional Choice RRP: £3.99

The White Glo range was originally developed exclusively for actors and models, using the same ingredients dentists use in their clinics and the products are now available on UK high streets.