

New Charcoal Toothpaste For Real Results

Submitted by: Kin Communications2

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White Glo launches Charcoal Deep Stain Remover toothpaste in the UK

- Activated Charcoal removes deep stains and discolouration
- Whiten teeth and fight bad breath with charcoal
- Achieve a sparkling smile with White Glo

Australia's leading teeth whitening brand, White Glo (<http://www.whiteglo.com>), has launched its new Charcoal Deep Stain Remover toothpaste in the UK.

The toothpaste makes use of activated charcoal particles to draw out stubborn stains, fight bad breath and detoxify the mouth.

The highly absorbent charcoal technology traps colour particles, fights bad breath and whitens teeth enamel, to leave a sparkling white smile.

White Glo's low-abrasion formula ensures this is a safe way to whiten teeth, as well as protect against cavities and leave your mouth feeling refreshed and clean.

The team of dentists at White Glo are dedicated to improving overall oral health, which is why each pack also comes with a Flosser Toothbrush and Dental Flosser Toothpicks, giving you all you need to take care of your teeth and gums.

White Glo's dental expert, Jordan Kirk said "There has been an increased demand for professional teeth whitening products in the UK, with a particular demand for activated charcoal. We have launched a deep stain removal charcoal toothpaste which offers superior cleaning and genuine results at an affordable price."

Retailing at just £4.99, White Glo's Charcoal Deep Stain Remover toothpaste is the most affordable way to keep your pearly whites the proudest part of your smile.

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

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For additional comment and for imagery to accompany this release please contact Danielle on danielle@kincomms.com or call +44(0)207 7179696

Notes to Editors:

Samples are available for press

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.

White Glo Deep Stain Remover Activated Charcoal Whitening Toothpaste is an advanced extra-strength whitening toothpaste that has been formulated to remove deep stains and discolouration. It is formulated with highly absorbent activated charcoal to trap colour particles and to help penetrate and draw out stubborn stains. The low-abrasion formula with nano-charcoal technology assures it is safe on enamel and protects against cavities.

UK Stockists: Boots, ASDA, Tesco

RRP: £4.99