

Post Stoptober Beauty Regime

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- Nicotine in cigarettes yellows and stains teeth and depletes collagen and elastin, ageing skin.

- 9.4 million people smoke in the U.K.

- Use White Glo's Charcoal Deep Stain Remover Toothpaste to combat stains.

Congratulations, you are on your way to completing Stoptober, the 28-day non-smoking challenge. This makes you five times more likely to quit for good. You are now carbon monoxide free, can breathe easier, and reap the benefits of improvements to lung function and circulation. Unfortunately, aesthetic improvements are more difficult to naturally recover. Smokers are more susceptible to premature ageing, sagging skin, stained teeth and hair loss. Reward your smoke-free body with a new healthier look.

As a consequence of smoking, teeth yellow, discolour and stain due to the tar and nicotine contained within cigarettes. The porous properties of teeth mean these products are easily absorbed, often penetrating stains deep into the tooth enamel making them stubborn to remove. Using an activated charcoal toothpaste such as White Glo's Charcoal Deep Stain Remover Toothpaste easily eradicates pestering tooth stains. This specialist formula uses high absorbent charcoal technology to instantly trap coloured particles, bad breath and whiten teeth. Whilst activated charcoal particles remove stubborn stains and detoxify the mouth. Suitable for everyday use, this toothpaste has a low abrasion formula which protects teeth against cavities. Maximise your new sparkling smile by using the free flosser toothbrush and dental flosser toothpicks which are available with every purchase of White Glo's Charcoal Deep Stain Remover Toothpaste.

Smoking exposes your skin to 4,000 chemicals making it even more damaging than sunbathing. Premature ageing is one of the main reasons smokers look 1.4 years older than their actual age. Nicotine contained within cigarettes causes vasoconstriction, the narrowing of arteries which limits the blood supply to smaller blood vessels. This suboptimal blood supply deprives the skin of anti-oxidants, moisture, oxygen and vitamin C which help to keep skin looking healthy, young and supple. A smoker's skin is also subject to sagging and wrinkles due to a high exposure to free radicals which break down collagen and elastin.

Rejuvenate your skin by consuming foods with a high concentration of antioxidants such as spinach, almonds and oranges to support collagen production and improve skin elasticity. Moisturize daily and drink plenty of water to quench the thirst of your dehydrated skin. Look out for moisturisers that contain retinol a form of vitamin A which encourages a high cell turnover and stimulates collagen and elastin production.

White Glo's Charcoal Deep Stain Remover Toothpaste is the essential accessory this Stoptober to rejuvenate your oral hygiene and emphasize your sparkling smoke free smile.

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For additional comment or imagery to accompany this release please contact Tom on tom@kincomms.com or

call 02039587085.

Notes to Editors:

Samples are available for press.

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

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.