‘The One with Ross’s Teeth’

Submitted by: Kin Communications2
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•2019 marks 20 years since Ross’ teeth whitening trauma was aired.
•We are reflecting on 20 years of teeth trends and celebrity transformations.
•TV has caused a surge in popularity for teeth whitening
•White Glo’s expert dentist Jordan Kirk predicts the future for teeth whitening

It has been 20 years since the world’s favourite paleontologist accidentally over-bleached his teeth and terrifically terrified his date with his iridescent glow-in-the-dark-smile. Arguably, one of the most iconic episodes from the hit TV Show Friends ‘The One with Ross’ Teeth’ is truly cherished by fans summarising the teeth whitening craze in the 90's.

To celebrate, we are reflecting on the past 20 years of teeth whitening trends, looking at contemporary teeth whitening and looking forward to the future of at home teeth whitening with White Glo’s in-house dentist Jordan Kirk.

A new era of home teeth whitening

With home whitening kits bursting onto our screens in the 90’s promoting a whiter and healthier looking smile, Ross Geller’s more realistic teeth whitening experience in Friends showed what can happen when we take teeth whitening too far.

Appropriately aired a few weeks after Halloween in 1999, Ross bleaches his teeth to extreme levels in a bid to impress his date introducing what we now know as ‘over-whitening’ and every teeth whiteners’ biggest nightmare in the 90s.

Although teeth whitening has been a feature of Hollywood for some time, home teeth whitening kits have become more prominent following a variety of advice from teeth whitening brands.

White Glo’s expert dentist Jordan Kirk evaluated teeth whitening during this time and charted how bright Ross’ smile really was.

“There were a lot of misconceptions surrounding teeth whitening in the 90's, and it was very easy for people to bleach their teeth using too much Hydrogen Peroxide,” said Jordan.

“I’d imagine Ross’ teeth were bleached to one of the brightest shades of white on the chart, and I would classify him around an OM2 – which is an extremely high score on our teeth colour charts.”

The Only Way is Teeth Whitening

More recently, reality TV shows have produced a new breed of on-screen celebrities sporting pearly white smiles, with the odd comparisons to Ross Geller’s iconic bedazzling smile in 1999.

Known for inventing the Vajazzle, wild parties and Chihuahua’s being transported around in handbags –

The Only Way is Essex (TOWIE) premiered on our screens in 2010 engulfing 1.9 million of us into the glamorous world of Brentwood each week.

After showing Jordan Kirk the photograph of TOWIE's own Joey Essex, Jordan noted "I believe Joey's teeth are the shade OM3 of white on our teeth whitening charts, even higher than Ross' bleached teeth in Friends."

Love Island boosts teeth whitening sales

Jack Fincham's boisterous banter and dazzling witty Essex charm this summer on Love Island wasn't the only thing we were dazzled by.

Viewers were mesmorised by Love Island champion, and Ross Geller double Jack Fincham, whose teeth single handedly caused a 100% surge in internet searches of the phrase 'Turkey Veneers" and a profit rise of 10% for UK teeth whitening companies in 2018.

Looking forward

Jordan is predicting that at home all-in-one teeth whitening kits are the future, and could potentially replace lengthy or expensive teeth whitening procedures for people who are time restricted.

Discussing teeth whitening trends Jordan noted "Within the 90's, teeth whiteners were not as regulated as they are now, and the results were widely different based on the specific brands people were using."

"Nowadays a lot of teeth whiteners are regulated and can't contain more than 6% hydrogen peroxide" – The key ingredient in teeth whitening products.

"We're predicting that all-in-one kits focusing on removing plaque, improving oral hygiene and giving users whiter teeth will be the future, which is why we have introduced our Diamond series range."

Home Teeth Whiteners

Get the TV star look by using White Glo's all-in-one Diamond Series range, Australia's number one-rated whitening toothpaste brand. The Diamond Series is White Glo's fastest ever formula for dramatic instant results on cleaner and whiter teeth.

Developed by dentists to achieve a Diamond smile, users only have to use 5 minutes of their time every day for 7 days to achieve whiter teeth.

ENDS

For more information, high res product images, high-res logo or a sample product for review, please contact Tom at thomas.gabbidon@relationsgroup.co.uk, Amy at amy@kincomms.com or call 020 3958 7085.

Notes to Editors:

White Glo Diamond Series is available to buy in Boots, Superdrug, ASDA, Tesco and Morrisons.
RRP £14.99.

White Glo is Australia's leading teeth whitening brand and the products were originally developed exclusively for actors and models.

Following years of research by dentists, the White Glo products are formulated with the same ingredients used by dentists in clinics to achieve fast, effective results. The advance formulation lifts stains and removes yellowing on the surface of your teeth enamel, without abrasion.

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