

# Beverly Hills Formula

## **Showcase 2009 exceeds expectations!**

The BDTA Dental Showcase 2009 in Birmingham attracted more members of the dental trade than ever before, with 13,178 visitors attending the event over the three day period, and more than 360 exhibitors displaying their latest products. Visitors were able to gain a wide range of knowledge and items to assist with the efficient running of their dental practice or laboratory, bringing maximum benefits to their patients care.

Located at stand number D17, Purity Laboratories attracted thousands of visitors over the three day event. Showcasing the full Beverly Hills Formula range and handing out free samples, we received a regular flow of people interested in sampling, and finding out more about this unique and innovative product range.

Using the motto “Upgrade to the healthier side of whitening and stop Gingivitis before it starts” - some of the products on display were the Beverly Hills Formula Total Protection, Sensitive and Breath Confidence toothpaste varieties. We also took this opportunity to introduce our new Gum & Enamel Care range, and continued to promote our ‘SLS free’ Natural toothpaste which always draws lots of attention from Dentists and Hygienists. Full details of all our products can be found on our Products section page.

Always a successful and well organised event, Purity Laboratories will be exhibiting at the BDTA Dental Showcase in 2010 which will be taking place at the ExCel Exhibition Centre in London from the 14<sup>th</sup> – 16<sup>th</sup> October 2010.

Full stand and event information will be available early next year.

*We would like to take this opportunity to thank everyone who took the time to visit our stand in Birmingham and look forward to seeing you again in 2010!*



Pictures courtesy of Affinity Media: [www.affinity-media.co.uk](http://www.affinity-media.co.uk)