

White Glo House taps into passenger wellness shift with White Glo Refresh Mouthwash

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White Glo Refresh Mouthwash is an alcohol-free formula designed to address the unique conditions of air travel

Not every premium-cabin upgrade is immediately visible. Sometimes, the details that leave the strongest impression are the ones passengers experience, rather than see. Oral care is one such touchpoint, emerging as an understated but increasingly important component of onboard comfort and well-being.

As airlines refine their premium offerings, amenity selection is becoming more closely tied to passenger wellness. [White Glo House](#) is tapping into this shift with White Glo Refresh Mouthwash, an alcohol-free formulation developed for the unique conditions of air travel.

“White Glo Refresh Mouthwash is alcohol-free by design. This is grounded in clinical rationale: low-

humidity, pressurized cabin environments at cruising altitude already contribute to oral dryness, and alcohol-based mouthwashes may further exacerbate this effect, leaving passengers with a dry or irritated mouth shortly after use,” says Isabella Chen, Head of Airline and Travel Partnerships at White Glo. “In contrast, White Glo Refresh Mouthwash is formulated to be gentle and non-drying, working in harmony with the cabin environment.”



Isabella Chen, Head of Airline and Travel Partnership, White Glo

Chen also tells *PAX International* that Refresh Mouthwash delivers eight times the breath freshness of standard White Glo mouthwash. For airlines operating flights of 10 to 14 hours, the product represents a small but meaningful enhancement that addresses a common discomfort associated with long-haul travel.

The launch also reflects broader changes in how airlines evaluate onboard products. Increasingly, carriers are seeking amenities that align with both wellness and sustainability objectives. To that end, White Glo House has introduced paper-based packaging as an alternative to conventional plastic formats, responding to growing passenger expectations around environmental responsibility.

“The timing of White Glo Refresh is particularly relevant,” says Chen. “Its launch aligns with a broader industry transition in which premium cabin strategy is increasingly centered on passenger well-being and elevated experience.”

While oral care has traditionally occupied a small space within the amenity kit, its role is evolving. As airlines continue to differentiate premium cabins through carefully curated products and experiences, suppliers are finding new ways to transform everyday essentials into meaningful touchpoints—proof that even the smallest details can leave a lasting impression.