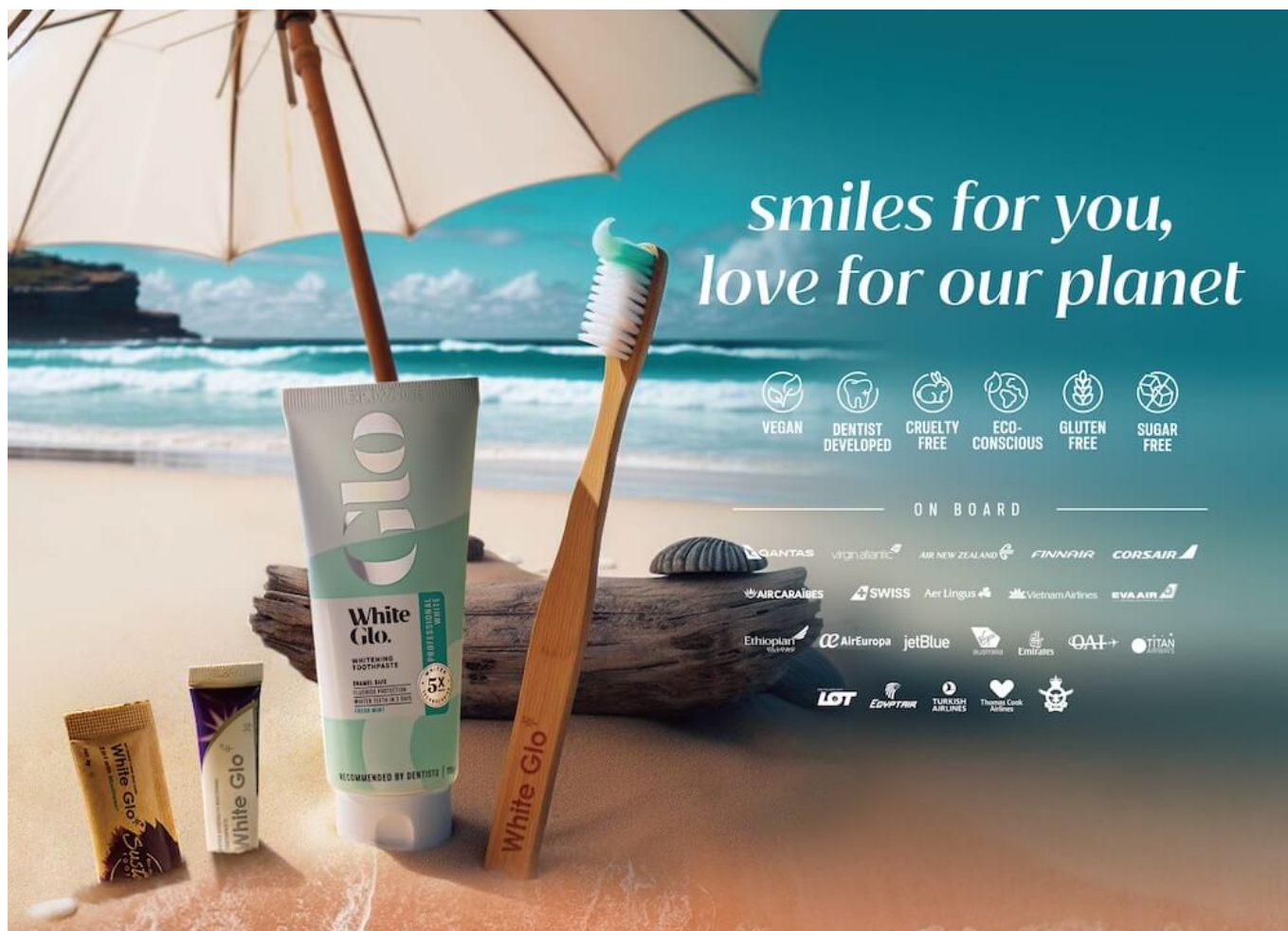


WTCE issue: White Glo is launching sustainable smiles

This is a special feature from *PAX International's* [May 2024 WTCE issue](#), on [page 138](#).



White Glo's range of teeth whitening products for a brighter smile

Isabella Chen, Head of Airline and Travel Partnerships at White Glo, tells *PAX International* how the global brand emerged from its humble beginnings marketing to the Australian entertainment industry before its major takeoff.

"Picture the breathtaking beaches of Sydney, Australia, where in 1995, Barros Laboratories was founded," explains Chen.

While the company was initially focused on delivering white smiles to Australian actors and models, its reputation quickly took off for its overall teeth-whitening expertise. In response to the increasing demand, beyond the entertainment industry, Barros Laboratories introduced the White Glo brand, dedicated to teeth whitening.

Since then, White Glo has become a sensation in mass grocery and drug stores, featuring a range of products designed for fast and affordable teeth whitening. Chen notes that the company's success transcended Australia's borders, rapidly expanding to the international market.

“Today, White Glo shines in more than 50 countries, with a White Glo product purchased every four seconds,” she says. “White Glo’s presence extends to major international retailers such as Aldi, Walgreens, Walmart, Costco and ASDA. Its reputation for efficacy and reliability has made it the preferred choice for countless individuals seeking a brighter, healthier smile.”

Eco-friendly smiles

What sets White Glo apart is its effectiveness, Chen says, and the company’s commitment to sustainability.

Since 2016, White Glo has offered a complete range of oral care products suitable for airline passengers, airport lounges and beyond, while minimizing environmental impact. This is achieved through consciously choosing sustainable materials. White Glo’s collection includes toothpaste sachets, bamboo toothbrushes, wheat straw toothbrushes and refreshing mouthwash in a paper sachet.

“Join us on the journey of White Glo, where dental expertise meets global success, transforming smiles worldwide, one toothpaste at a time,” Chen says