

White Glo brings clinical oral care to premium inflight experience

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

For airlines refining the details of the premium passenger experience, even the smallest amenity can carry brand significance. Dental kits are one such detail, and Australian oral care brand [White Glo](#) is positioning itself as a supplier that aligns clinical credibility, passenger comfort and operational efficiency.

Originally developed in 1995 for professional makeup artists working with actors and models, White Glo was designed to ensure talent appeared “screen-ready” on set. Today, those roots carries a particular resonance in premium cabins, where travelers often move directly from the flight to meetings, events or public appearances.

“Our heritage is rooted in the high-stakes environment of professional film and television sets, where visual perfection is the baseline requirement,” says Isabella Chen, Head of Airline and Travel Partnerships at White Glo. “Today’s premium passengers no longer view travel as just transit; they view it as an extension of their lifestyle.”

For airlines, the shift toward wellness-oriented luxury has created new expectations for onboard

amenities. Dental care products must perform in a uniquely challenging environment while delivering the polished experience passengers associate with premium travel, Chen elaborates.



White Glo's Three-Layer Sachet® packaging replaces traditional plastic tubes with a kraft paper exterior, reducing the weight and volume of dental kits across millions of onboard amenities

Due to extremely low humidity, dry cabin air can increase oral sensitivity and affect enamel, making conventional formulations less ideal during long-haul journeys. White Glo's dentist-developed formula uses a calcium carbonate base rather than hydrated silica abrasives commonly found in other toothpastes.

"Calcium carbonate is a softer mineral that cleans effectively without the harshness of standard abrasives," Chen explains. "We bridge clinical credibility with passenger comfort, ensuring whitening results are achieved through science, not force."

The brand has also developed patented Evercool Technology®, designed to extend breath freshness throughout the journey by stimulating thermoreceptors in the mouth to create a longer-lasting cooling sensation.

Meanwhile, White Glo's Three-Layer Sachet® packaging replaces traditional plastic tubes with a kraft paper exterior. The design reduces weight and volume of dental kits—an advantage that can scale across millions of onboard amenity items annually.

For airlines balancing brand experience with sustainability goals, Chen says the solution reflects a broader shift in procurement priorities.

“Airlines do not have to choose between luxury branding and measurable sustainability,” she notes.

As airlines continue refining premium cabin details, White Glo is making the case that a confident smile belongs on the premium amenity checklist.