



Vanessa Creaven

Spotlight Whitening

Spotlight Whitening is a teeth whitening product designed and formulated by Irish dentists – sisters, Dr Lisa and Dr Vanessa Creaven. Both are general dentists working in Galway City. At their clinic, they could see from their clients that there was a strong demand for an easy to use, reasonably priced and effective teeth whitening system. With their in depth knowledge of the science of whitening, they developed a new formula that could ensure effective results.

Spotlight Whitening is the first product of its kind that has been specifically designed by dentists, to effectively and safely whiten teeth, while producing minimal tooth sensitivity. Spotlight Whitening has now two products in its range, teeth whitening strips and teeth whitening toothpaste, with further expansion of the brand range planned in the coming months.

Launched in 2016, Spotlight Whitening is now for sale online and through 450 pharmacies throughout Ireland. They have recently expanded into the UK market, and in the coming months are moving into Finland, Norway, Denmark, Sweden and the UAE. Their aim is to establish the product as the go-to teeth whitening brand in the Irish, UK, European and US markets.

In addition to expanding into a number of EU countries in the coming months, Spotlight Whitening is also expanding its product range to a male specific teeth whitening product, along with a medical grade teeth whitening strip system.

www.spotlightwhitening.com

