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Press Release Distribution Report

May 21, 2025

Company Name

PurelyWHITE Deluxe

Email

contact@purelywhitedeluxe.com

Country

United States

Website

<https://purelywhitedeluxe.com/>

Distribution Report

PurelyWHITE Deluxe Launches Whitening Powder That Whitens Without Peroxide or Sensitivity

Date Submitted: 2025-05-21

<div>Recorded Full Page Placements*</div> <div>1</div>	<div>Potential Audience Reach</div> <div>30M</div>
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Your Submitted Press Release

United States, 22nd May 2025 - [PurelyWHITE Deluxe](#), a premium clean beauty oral care brand, has introduced its latest innovation in teeth whitening: a peroxide-free whitening powder that offers a breakthrough in oral health. This innovative formula is designed to gently target deep stains, rebuild enamel, and freshen breath—making it a simpler, cleaner alternative to strips, gels, and trays.

At the core of this 3-in-1 powder is PAP+ (phthalimidoperoxycaproic acid), a non-peroxide ingredient that lifts stains through oxidation without generating harmful free radicals. Unlike traditional dental care products that rely on hydrogen peroxide, PAP+ offers a more enamel-friendly approach for users looking to maintain their smile without sensitivity.

Complementing PAP+ is hydroxyapatite, a naturally occurring mineral and star ingredient in modern oral health science. Once developed by NASA and widely used in Japanese oral care, hydroxyapatite helps fill micro-cracks in enamel, supports remineralization, and minimizes sensitivity. CPC (cetylpyridinium chloride), a trusted antimicrobial agent, rounds out the formula by helping to combat odor-causing bacteria and support overall gum health.

With no messy gels, charging cords, or LED devices, the powder format reduces whitening to a minimalist three-step process: dip, brush, and rinse. The ultra-fine powder easily fits into morning or evening routines and is ideal for both home and travel use.

Already gaining buzz across TikTok and clean beauty communities, the whitening powder is manufactured in a cGMP-compliant facility, is third-party tested, and is formulated by dental professionals. The product launch builds on the momentum of PurelyWHITE Deluxe's previous at-home whitening kits, which were featured by [Yahoo! Life](#) for delivering results without breaking the bank—or the enamel.

Elevate that smile with the clean beauty secret everyone's talking about. Visit [Amazon](#) or order online at www.purelywhitedeluxe.com today.

About PurelyWHITE Deluxe

PurelyWHITE Deluxe is a premium oral care brand focused on science-backed, peroxide-free teeth whitening solutions. The brand is committed to elevating dental care through advanced ingredients, clean formulations, and simple routines. From trending on TikTok to being featured in national media, PurelyWHITE Deluxe is redefining what it means to whiten safely, effectively, and stylishly.

Disclaimer: The statements made regarding these products have not been evaluated by the Food and Drug Administration. This press release is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Please check with your doctor. The news site hosting this press release is not associated with PurelyWHITE Deluxe. It is

merely publishing a press release announcement submitted by a company, without any stated or implied endorsement of the product or service.

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