Introducing Kolorz ClearShield
5% Sodium Fluoride Varnish in new bubblegum flavor

Watermelon and bubblegum flavors now available in 200-dose boxes

On Aug. 1, 2009, DMG America will introduce the latest addition to its Kolorz® line of professional dental hygiene products: ClearShield® 5% Sodium Fluoride Varnish in bubblegum flavor. ClearShield bubblegum and watermelon flavors are now available in both 55-dose and 200-dose boxes. Unlike many brands of fluoride varnish, which give the teeth a discolored appearance, ClearShield goes on smooth and clear, and tastes great for greater patient acceptance.

One of the fastest growing hygiene product lines in the market, ClearShield received two Top Dental Advisor Awards in 2009 for Top Fluoride Varnish and Top Hygienist’s Choice.

ClearShield, like all Kolorz products, is manufactured with proprietary flavorings developed by gourmet food-industry professionals. ClearShield’s child-friendly bubblegum and watermelon flavors are guaranteed to taste better than any other fluoride varnish, or your money back. All Kolorz products, including ClearShield, are gluten free and contain no saccharin or aspartame. ClearShield is sweetened with natural sweeteners, including xylitol, which has been shown to reduce dental caries in both high- and low-risk patients.

ClearShield fluoride varnish is indicated for immediate and long-lasting dentinal hypersensitivity with its maximum 5 percent sodium fluoride formula, and as a cavity liner under amalgam restorations. Although drying the teeth before application is recommended, ClearShield is moisture tolerant. Hygienists will find that it has an easy-to-mix consistency, can be applied smoothly and thinly with no clumping, and has excellent adherence to the teeth.

Each 0.40 mL hygienically-sealed unit-dose package includes an applicator and a mixing well to ensure consistent fluoride levels. Instructions for the clinician and a pad of post-treatment instructions for patients are also included.

ClearShield bubblegum flavor joins the complete line of great-tasting Kolorz products: Prophylaxis Paste, Sixty Second Fluoride Foam and Gel, Neutral Fluoride Foam and Topical Anesthetic Gel. DMG America manufacturers and distributes quality restorative materials and prevention products. For more information, call (800) 662-6583 or visit www.dmg-america.com.

The future looks bright for Shofu with new president and strategic alliance

Shofu has just made two announcements. The first was the appointment of a new president. In a separate announcement, Shofu has entered into a strategic alliance with Mitsui Chemicals and Sun Medical.

Effective Thursday, June 25, Noriyuki Negoro became the president of Shofu. Formerly the director of research and development, quality assurance and production at Shofu, Negoro has been with the company for over 28 years and, as a researcher, developed successful products such as Beautifil, Solidex and Ceramique.

Katsuya Ohita, the former president of Shofu, held the position for the past nine years and will continue to serve as chairman.

Shofu America’s President Brian Melanokos congratulated Negoro on his promotion and said, “Working closely with Mr. Negoro for the past five years, I have valued the opportunity to observe first hand his leadership and to witness his technical knowledge. I have every confidence in his grasp of the industry and in his ability to guide Shofu in these globally challenging economic times.”

In addition to the change in leadership, Shofu continues to look toward the future by initiating a business and capital alliance with Mitsui Chemicals and Sun Medical.

Mitsui, as a multi-billion dollar manufacturer of raw materials, has a strong core competency in materials development and is engaged in the dental materials business through its subsidiary, Sun Medical.

As the business environment for dental materials becomes more challenging with intensified global competition, Shofu, Mitsui and Sun Medical hope that their alliance will contribute to the efficient use of business resources in the future.