



**Fiscal Year Ending March 2015
(143th Business Year)**

**2nd Quarter Financial
Analyst Meeting**

November 21, 2014





Contents of Today's Presentation

- ⇒ **Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2015**
- ⇒ **Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2015**
- ⇒ **Future Business Environment and Medium- and Long-term Business Strategies**

Director/President Noriyuki Negoro



Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2015

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2015

Future Business Environment and Medium- and Long-term Business Strategies

Summary of 2nd Quarter Business Performance

Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2015



■ Positive factors ■ Negative factors

P/L

⇒ Sales totaled 9,817 million yen (an increase of 13.6%)

Domestic sales totaled 6,874 million yen (an increase of 9.3%)

- Domestic sales in the dental business **increased 11.9%** given the contribution of favorable sales of new products in chemical products and equipment and others segments during the current and previous consolidated fiscal years.
- Domestic sales in the nail care business **decreased 9.3%**, despite a year on year increase in sales of gel nail products, because sales of the flagship acrylic products decreased year on year due to the contracting acrylic market and the impact of price competition.

Overseas sales totaled 2,942 million yen (an increase of 25.2%)

- Overseas sales in the dental business **increased 25.4%** due to steady progress in every region and with the effect of fluctuations of exchange rates.
- Overseas sales in the nail care business **increased 21.3%** due to favorable business progress in Asian regions.

⇒ Operating income totaled 951 million yen.

- Although selling, general and administrative expenses increased 273 million yen year on year mainly due to aggressive investments for future growth, operating income **increased 136.0%** with the effect of increased sales and due to a decline in the cost to sales ratio.

⇒ Ordinary income totaled 899 million yen, and net income was 636 million yen.

- Although a decline in non-operating income led to a smaller increase in income, ordinary income **increased 117.1%** year on year.
- Net income **increased 181.5%** year on year.

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

Summary of 2nd Quarter Business Performance

Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2015



⇒ Sales and profits increased compared to the previous period and the forecast.

Units: millions of yen, %

	Fiscal March 2014 (2Q Results) (% of sales)	Fiscal March 2015 (2Q Forecast) (% of sales)	Fiscal March 2015 (2Q Results) (% of sales)	Change from Previous Period (% change)	Change from Forecast (% change)
Sales	8,639 (100.0)	9,177 (100.0)	9,817 (100.0)	1,177 (13.6)	639 (7.0)
(Domestic sales)	6,288 (72.8)	6,479 (70.6)	6,874 (70.0)	585 (9.3)	395 (6.1)
(Overseas sales)	2,350 (27.2)	2,698 (29.4)	2,942 (30.0)	591 (25.2)	244 (9.1)
Operating profit	403 (4.7)	389 (4.2)	951 (9.7)	548 (136.0)	562 (144.5)
Ordinary profit	414 (4.8)	316 (3.5)	899 (9.2)	485 (117.1)	582 (183.9)
Net profit	226 (2.6)	149 (1.6)	636 (6.5)	410 (181.5)	487 (326.9)
Net profit per share	14.19	9.36yen	39.92yen	25.73yen	30.56yen
Return on equity	1.20%	—	3.15%	1.95P	—

* Based on the results of the first half ended on September 30, 2014, diluted net income per share for the fiscal year ending March 2015 was 39.66 yen.

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

Sales by Product Category (Comparison with Previous Period)

Summary of 2nd Quarter Consolidated Business
Performance for Fiscal Year Ending March 31, 2015



Unit: millions of yen

Figures in parentheses represent percentage changes; unit: %

	Fiscal March 2014 (2Q Results)	Fiscal March 2015 (2Q Results)	Change from previous period		
				Domestic	Overseas
Artificial teeth	1,219	1,327	107 (8.8)	Δ29	136
Abrasives	1,774	1,878	104 (5.9)	Δ17	121
Metal products	162	150	Δ11 (Δ7.2)	Δ11	—
Chemical products	1,626	1,834	208 (12.8)	Δ5	214
Cements and others	894	943	48 (5.4)	31	16
Equipment and others	2,030	2,787	757 (37.3)	687	70
Dental business total	7,708	8,922	1,214 (15.7)	654	559
Nail care business	889	853	Δ35 (Δ4.0)	Δ68	32
Other	42	41	Δ1 (Δ2.8)	Δ1	—
Total	8,639	9,817	1,177 (13.6)	585	591

***The effect of foreign currency fluctuations (U.S. dollar (USD), Euro (EUR), British pound (GBP) and Chinese yuan (CNY)) on overseas net sales was +175 million yen.**

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

Sales by Product Category (Comparison with Forecast)

Summary of 2nd Quarter Consolidated Business
Performance for Fiscal Year Ending March 31, 2015



Unit: millions of yen

Figures in parentheses represent percentage changes; unit: %

	Fiscal March 2015 (2Q Forecast)	Fiscal March 2015 (2Q Results)	Cange from Forecast		
				Domestic	Overseas
Artificial teeth	1,375	1,327	Δ47 (Δ3.5)	Δ54	6
Abrasives	1,798	1,878	80 (4.5)	Δ39	119
Metal products	160	150	Δ10 (Δ6.3)	Δ10	—
Chemical products	1,772	1,834	62 (3.5)	Δ60	123
Cements and others	1,003	943	Δ59 (Δ5.9)	Δ14	Δ45
Equipment and others	2,142	2,787	644 (30.1)	656	Δ12
Dental business total	8,252	8,922	669 (8.1)	477	192
Nail care business	877	853	Δ23 (Δ2.7)	Δ75	51
Other	48	41	Δ6 (Δ14.5)	Δ6	—
Total	9,177	9,817	639 (7.0)	395	244

* The effect of foreign currency fluctuations (U.S. dollar (USD), Euro (EUR), British pound (GBP) and Chinese yuan (CNY)) on overseas net sales was +183 million yen.

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

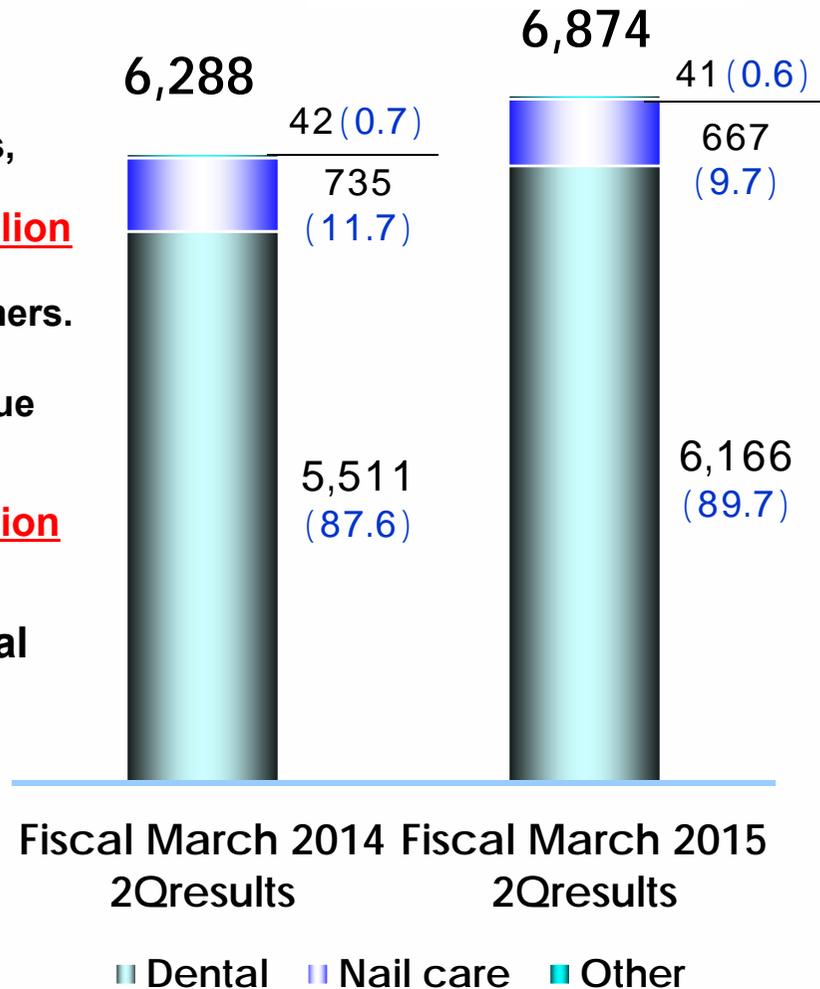
Domestic Sales



■ Positive factors ■ Negative factors

- **Dental business: Year on year increase of 654 million yen (+11.9%)**
 - Sales in the equipment and others segment progressed favorably.
 - Sales increased of CAD/CAM-related new products, which were newly covered by insurance.
- **Nail care business: Year on year decrease of 68 million yen (-9.3%)**
 - Released our first new product for general consumers.
 - Sales of gel nail products progressed steadily.
 - Sales of the flagship acrylic products decreased due to the contracting acrylic market and the impact of price competition.
- **Other businesses: Year on year decrease of 1.1 million yen (-2.8%)**
- **Major new products launched this quarter (dental business)**
 - Composite resin for dental filling **BEAUTIFUL Bulk**, (chemical products)
 - LED light irradiator **Blue Shot II**, (Equipment and others)
 - Semi-sinter zirconia disk for CAD/CAM **SHOFU Disk ZR-SS**, (Equipment and others, etc.)

Unit: millions of yen



Overseas Sales



Positive factors Negative factors

■ North America and Latin America: Year-on-year increase of 162 million yen (21.7%)

■ The flagship abrasives segment progressed steadily. Sales in the chemical products and equipment and others segments grew. Revenue also increased with the favorable effect of fluctuations of foreign currency exchange rates.

Local currency basis: Year on year increase of 114 million yen (+15.3%)

■ Europe: Year-on-year increase of 158 million yen (22.2%)

■ Revenue increased due to the growth of sales in the chemical products and abrasives segments and with the favorable effect of fluctuations of foreign currency exchange rates.

Local currency basis: Year on year increase of 84 million yen (+11.9%)

■ Asia and Oceania: Year-on-year increase of 270 million yen (30.5%)

■ Sales in China surged due to the growth in the flagship artificial teeth segment and with the favorable effect of fluctuations of foreign currency exchange rates. Sales in other Asian markets increased due to favorable sales in the artificial teeth and chemical products segments.

Local currency basis: Year on year increase of 216 million yen (+24.4%)

China: Year on year increase of 147 million yen (+42.7%)

Elsewhere in Asia: Year on year increase of 123 million yen (+22.7%)

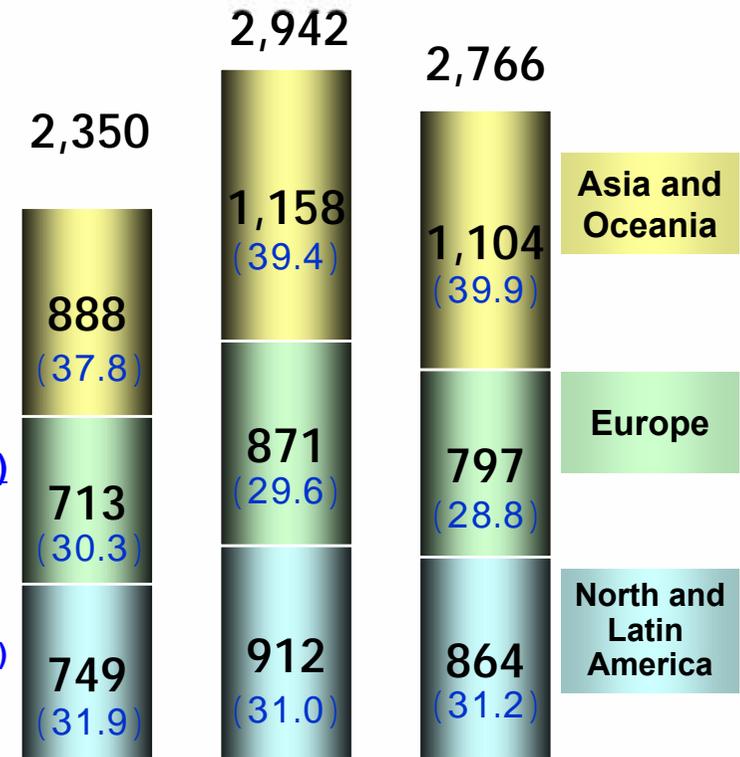
■ (Dental business) Overseas sales ratio of 30.9%

(28.5% for the same quarter of the previous fiscal year; 29.5% after adjustment for fluctuations of foreign currency exchange rates)

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

* The results of the quarter under review after adjustment for fluctuations of foreign currency exchange rates have been calculated based on the same exchange rates used for the results of the fiscal year ended March 2014.

Unit: millions of yen



Performance by Segment (Sales and Operating Profits)

Summary of 2nd Quarter Consolidated Business
Performance for Fiscal Year Ending March 31, 2015



Unit: millions of yen. Figures in parentheses represent
percentage of sales and percentage changes (unit: %)

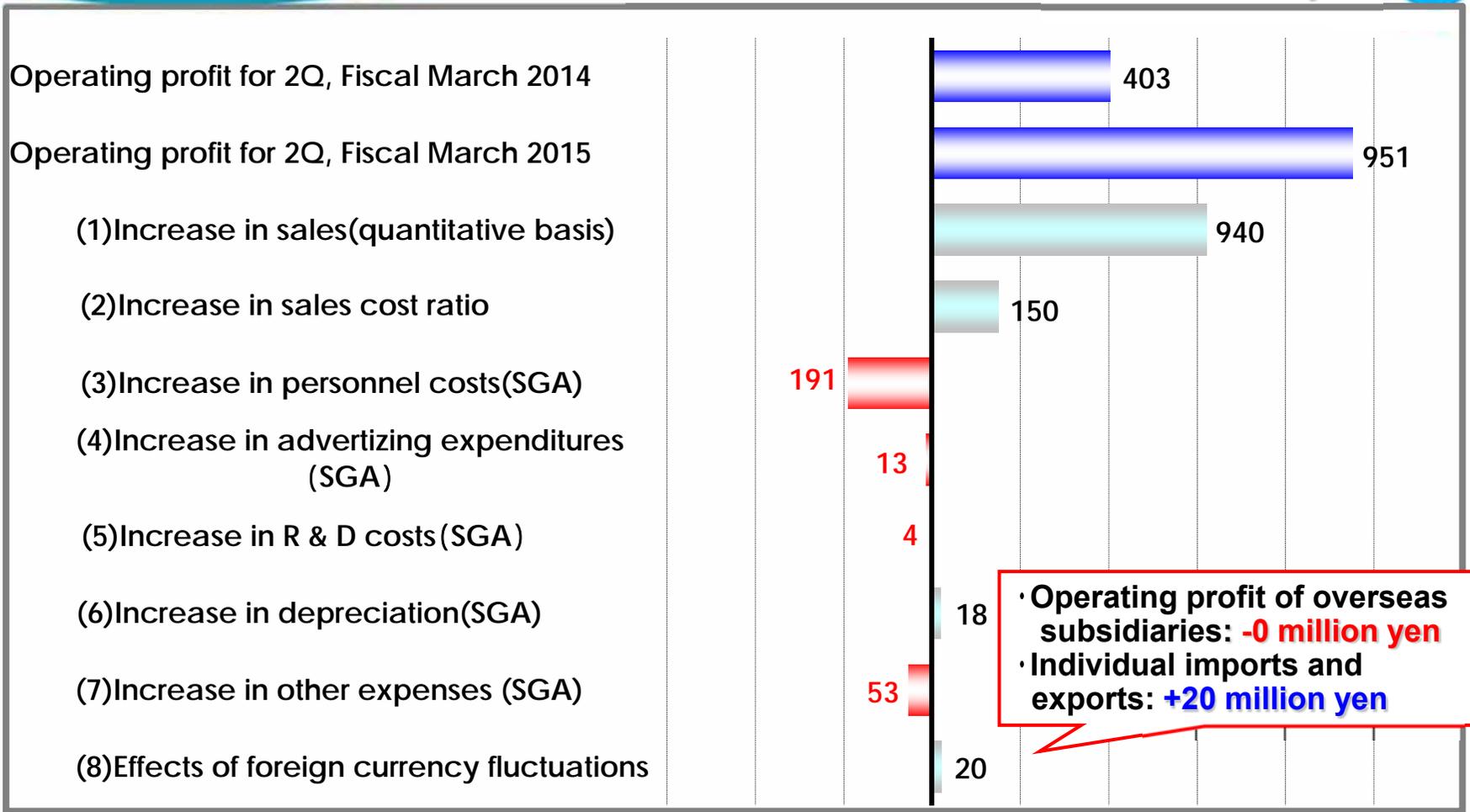
		Fiscal March 2014 (2Q Results) Amount (% of sales)	Fiscal March 2015 (2Q Forecast) Amount (% of sales)	Fiscal March 2015 (2Q Results) Amount (% of sales)	Change from Previous Period	Change from Forecast
Dental	Sales	7,708	8,252	8,922	1,214	669
	Operating expenses	7,335	7,873	7,982	647	109
	Operating profit (operating profit margin)	372 (4.8)	378 (4.6)	939 (10.5)	567	560
Nail care	Sales	889	877	854	△35	△23
	Operating expenses	872	876	857	△14	△18
	Operating profit (operating profit margin)	17 (2.0)	0 (0.1)	△3 (△0.4)	△20	△4
Other	Sales	44	48	44	0	△3
	Operating expenses	29	39	34	4	△4
	Operating profit (operating profit margin)	15 (34.1)	9 (18.8)	10 (22.8)	△5	1
Total before consolidation adjustment	Sales	8,642	9,177	9,820	1,178	643
	Operating expenses	8,236	8,788	8,874	637	85
	Operating profit (operating profit margin)	405 (4.7)	389 (4.2)	946 (9.6)	541	557
Consolidated	Sales	8,639	9,177	9,817	1,177	639
	Operating expenses	8,236	8,788	8,865	629	77
	Operating profit (operating profit margin)	403 (4.7)	389 (4.2)	951 (9.7)	548	562

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

Contributors to Change in Operating Profit



Unit: millions of yen



· Operating profit of overseas subsidiaries: **-0 million yen**
 · Individual imports and exports: **+20 million yen**

***The contributing factors in items (1) to (7) do not incorporate the effects of fluctuations of foreign currency exchange rates.**

*** Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)**

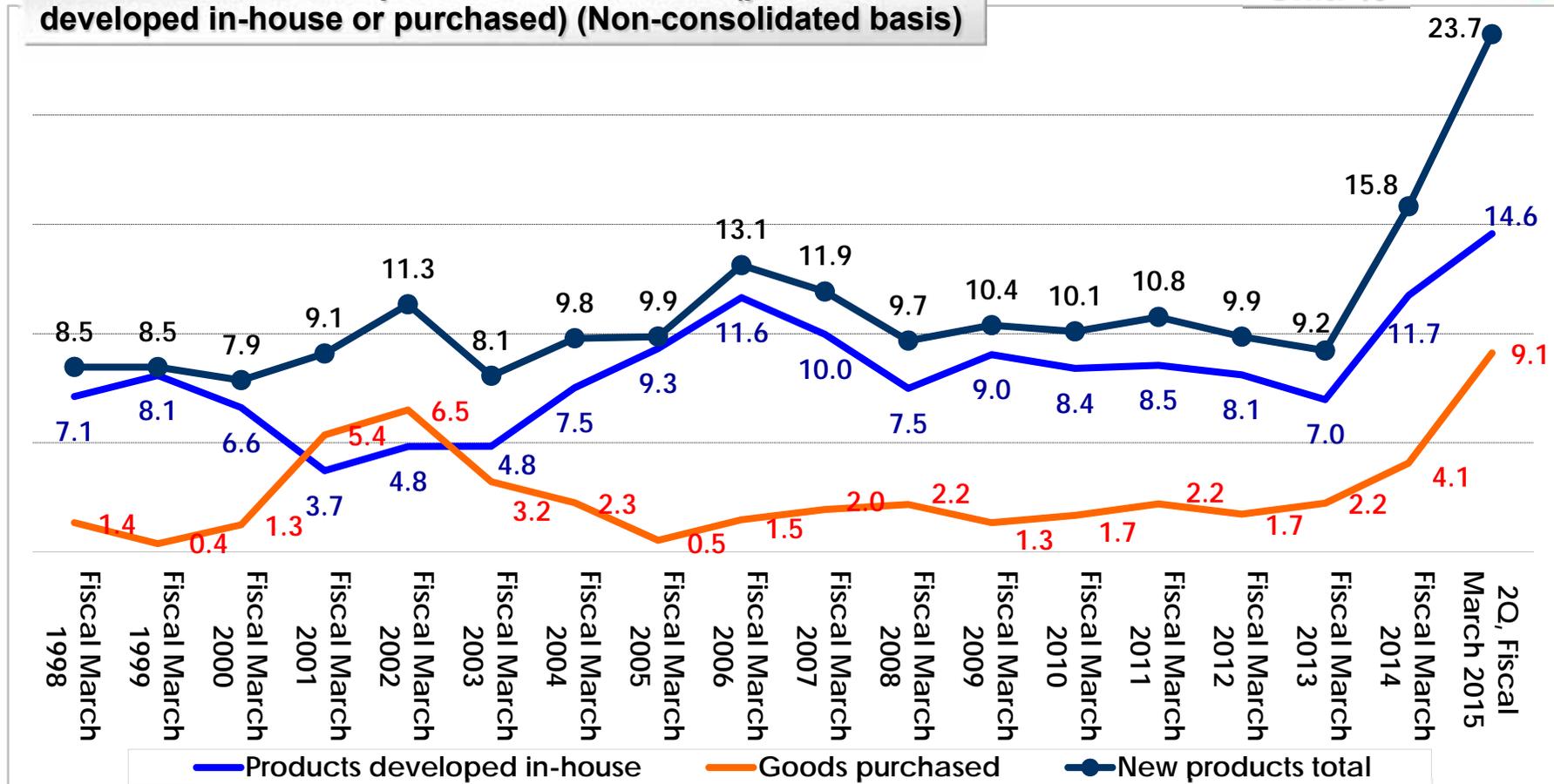
Sales Trends for New Products

Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2015



Ratio of sales of new products to total sales (products developed in-house or purchased) (Non-consolidated basis)

Unit: %

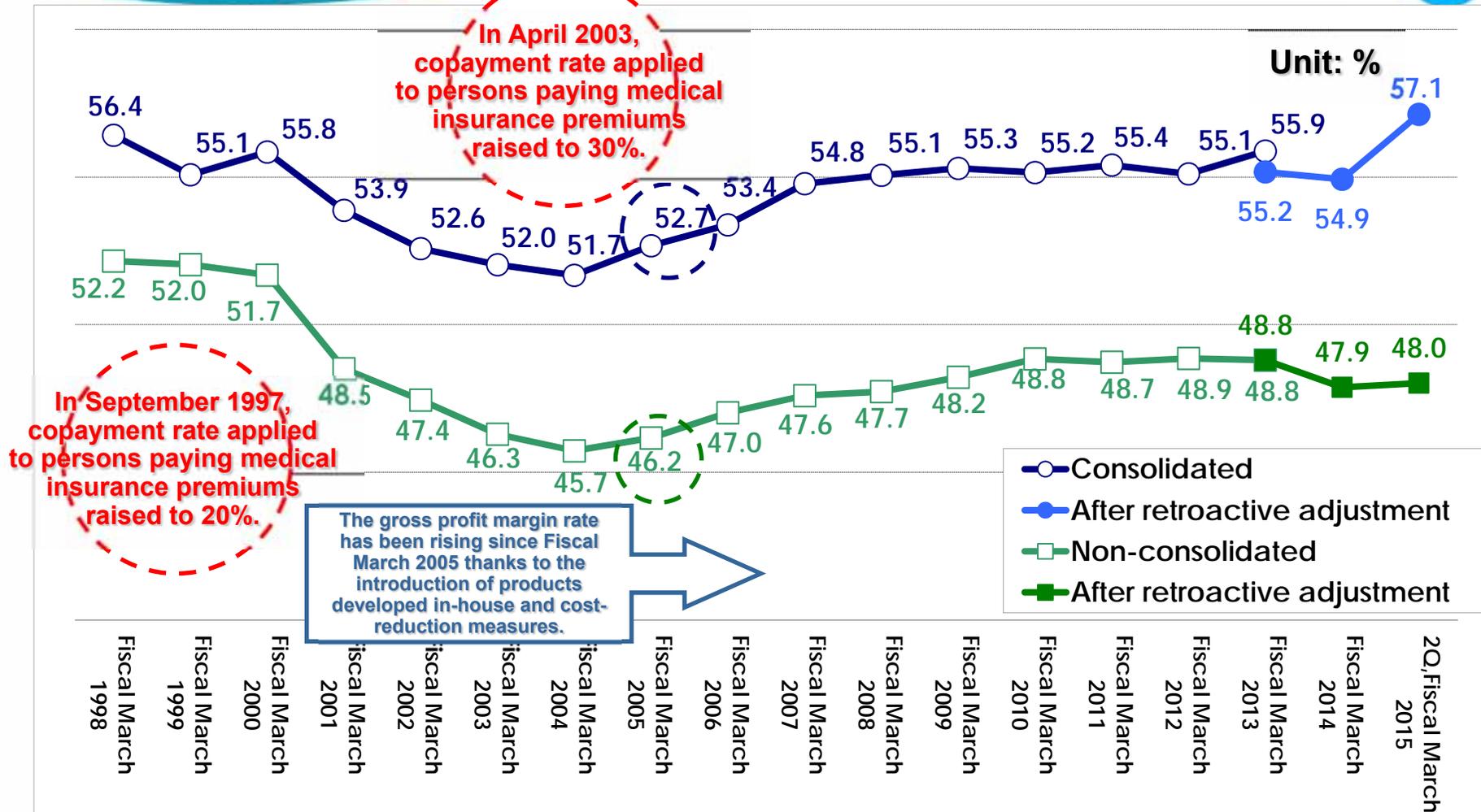


*** Major goods purchased: Johnson & Johnson products, EMS ultrasonic scalers and root canal treatment equipment (reamers/files)**

*** Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. As part of this change, results for the fiscal year ended March 2013 have been retroactively restated based on the average rates of the period under review. (Previously, the rates on the final day of the fiscal year were applied.)**

Gross Profit Margin Rates

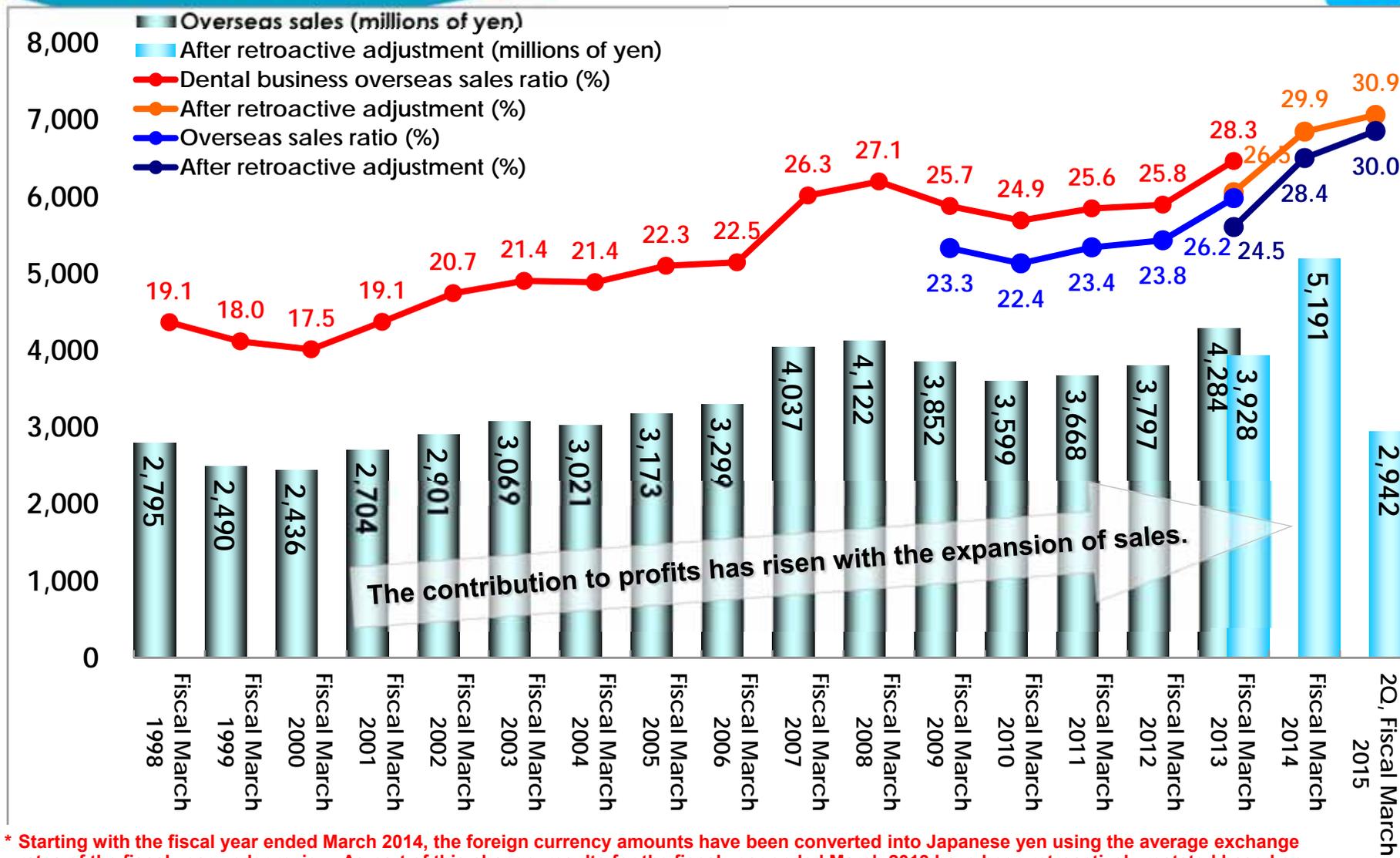
Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2015



* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. As part of this change, results for the fiscal year ended March 2013 have been retroactively restated based on the average rates of the period under review. (Previously, the rates on the final day of the fiscal year were applied.)

Overseas Sales and Overseas Sales Ratios

Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2015



* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. As part of this change, results for the fiscal year ended March 2013 have been retroactively restated based on the average rates of the period under review. (Previously, the rates on the final day of the fiscal year were applied.)

Financial Condition: Major Balance Sheet Accounts

Summary of 2nd Quarter Consolidated Business
Performance for Fiscal Year Ending March 31, 2015



Unit: millions of yen

	Fiscal March 2014	2Q,Fiscal March 2015	Change	Major contributors to changes, special notes
Cash and deposits	5,266	4,869	-397	
Notes and bills receivable, trade accounts receivable	2,910	2,719	-190	
Inventory	4,168	4,487	319	Increase in merchandises and finished goods
Securities, investment securities	3,740	4,390	650	Increase in valuation of investment securities
Others	7,953	8,832	879	Increase in buildings and structures
Assets	24,039	25,300	1,260	
Long-term and short-term borrowings	0	0	0	
Reserve for retirement benefits and directors' retirement benefits	114	115	0	
Others	4,177	4,411	234	Increase in consumption tax payable and deferred tax liabilities
Liabilities	4,291	4,526	235	
Net worth	19,747	20,773	1,025	Increase in valuation difference on available- for-sale securities Increase in retained earnings
Total liabilities and net worth	24,039	25,300	1,260	
Capital adequacy ratio	81.9%	81.9%	-0.0P	
Net worth per share	1,235yen	1,298yen	63yen	

Capital Expenditures, Depreciation Costs, R&D Expenses, etc.

Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2015



Unit: millions of yen

	Fiscal March 2014 (2Q Results)	Fiscal March 2015 (2Q Forecast)	Fiscal March 2015 (2Q Results)
Capital expenditures	346	933	876
Depreciation costs	302	374	346
R&D expenses	649	739	653
Foreign exchange rates			
US dollar	97.99	95.00	103.51
Euro	128.79	130.00	139.07
Pound sterling	151.33	150.00	172.93
Renminbi	15.29	16.00	16.67

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)



Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2015

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2015

Future Business Environment and Medium- and Long-term Business Strategies

Overview of Forecast of Business Performance for the Year

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2015



Based on the trend of our recent business results, we have made a revision to the initial forecast for the consolidated fiscal year ending March 31, 2015 (announced on May 12, 2014).

	Fiscal March 2014 Results (% of sales)	Fiscal March 2015 Yearly Forecast (% of sales)	Fiscal March 2015 Yearly Forecast (% of sales)	Change from Previous Period (% change)	Change from Forecast (% change)
Sales	18,258 (100.0)	18,838 (100.0)	19,667 (100.0)	1,408 (7.7)	828 (4.4)
(Domestic sales)	13,066 (71.6)	13,182 (70.0)	13,653 (69.4)	586 (4.5)	470 (3.6)
(Overseas sales)	5,191 (28.4)	5,655 (30.0)	6,014 (30.6)	822 (15.8)	358 (6.3)
Operating profit	987 (5.4)	1,048 (5.6)	1,410 (7.2)	423 (42.9)	362 (34.6)
Ordinary profit	978 (5.4)	925 (4.9)	1,339 (6.8)	360 (36.8)	414 (44.8)
Net profit	506 (2.8)	565 (3.0)	944 (4.8)	437 (86.5)	379 (67.1)
Net profit per share	31.77yen	35.46yen	59.25yen	27.48yen	23.82yen
Return on equity	2.67%	2.90%	4.80%	2.13P	1.90P
Foreign exchange rates					
US dollar	100.00	95.00	103.51	3.51	8.51
Euro	134.01	130.00	139.07	5.06	9.07
Pound sterling	159.20	150.00	172.93	13.73	22.93
Renminbi	15.80	16.00	16.67	0.87	0.67

SHOFU INC. * Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

Overview of Forecast of Business Performance for the Year (1)

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2015



Based on the trend of our recent business results, we have made a revision to the initial forecast for the consolidated fiscal year ending March 31, 2015 (announced on May 12, 2014).

■ Positive factors ■ Negative factors

P/L

➔ Net sales projected to total 19,667 million yen (an increase of 7.7%)

Domestic net sales of 13,653 million yen expected (an increase of 4.5%)

■ In the dental business, we expect revenue to **rise 5.4%** due to sales expansion of our new products and CAD/CAM-related products in addition to our efforts to strengthen direct sales activities targeting dental professionals.

■ In the nail care business, we expect revenue to **decrease 2.4%** as we do not foresee favorable sales of gel nail products to offset the anticipated revenue decrease in sales of acrylic products, for which the market is contracting.

Overseas net sales of 6,014 million yen expected (an increase of 15.8%)

■ In the dental business, we expect overall revenue to **rise 16.3%**, with increased sales in all regions, including North America, Central and South America, Europe and Asia/Oceania, as well as a favorable effect from fluctuations of foreign currency exchange rates (**214 million yen**).

■ In the nail care business, we expect overall revenue to **rise 8.1%** with favorable sales in Taiwan as a major driver of overseas sales.

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

Overview of Forecast of Business Performance for the Year (2)

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2015



■ Positive factors ■ Negative factors

P/L

⇒ Operating income of 1,410 million yen projected (an increase of 42.9%)

- Although selling, general and administrative expenses are projected to increase (+609 million yen) due to costs for aggressive sales activities, operating income is expected to **advance 42.9%** as revenues increase and with a favorable effect from fluctuations of foreign currency exchange rates.

⇒ Ordinary income of 1,339 million yen projected (an increase of 36.8%)

⇒ Net income of 944 million yen projected (an increase of 86.5%)

- Although non-operating income will likely deteriorate with a decrease in foreign exchange profits, we project that ordinary income will **increase 36.8%** and net income will **advance 86.5%**.

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

(Full-year Outlook)

Comparison of Major Statistics

Forecast of Consolidated Business Performance
for Fiscal Year Ending March 31, 2015

Units: millions of yen, %



⇒ Sales and profits increased compared to fiscal March 2014

	Fiscal March 2014 Results (% of sales)	Fiscal March 2015 Forecast		Change from Forecast (% change)	Change from Previous Period (% change)
		2Q Results (% of sales)	Yearly Forecast (% of sales)		
Sales	18,258 (100.0)	9,817 (100.0)	19,667 (100.0)	828 (4.4)	1,408 (7.7)
(Domestic sales)	13,066 (71.6)	6,874 (70.0)	13,653 (69.4)	470 (3.6)	586 (4.5)
(Overseas sales)	5,191 (28.4)	2,942 (30.0)	6,014 (30.6)	358 (6.3)	822 (15.8)
Operating profit	987 (5.4)	951 (9.7)	1,410 (7.2)	362 (34.6)	423 (42.9)
Ordinary profit	978 (5.4)	899 (9.2)	1,339 (6.8)	414 (44.8)	360 (36.8)
Net profit	506 (2.8)	636 (6.5)	944 (4.8)	379 (67.1)	437 (86.5)
Net profit per share	31.77yen	39.92yen	59.21yen	23.78yen	27.44yen
Return on equity	2.64%	3.15%	4.80%	1.90P	2.16P

* The impact of fluctuations of foreign currency exchange rates on overseas net sales was +379 million yen compared to initial projection and +216 million yen year on year. (U.S. dollar (USD), Euro (EUR), British pound (GBP) and Chinese yuan (CNY)).

SHOFU INC.

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

Domestic Sales

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2015



◇ **Dental business: Year on year increase of 615 million yen (+5.4%)**

- We expect sales to **rise 5.4%** as a result of efforts to strengthen direct sales activities targeting dental professionals and release new products and CAD/CAM-related products.

◇ **Nail care business: Year on year decrease of 36 million yen (-2.4%)**

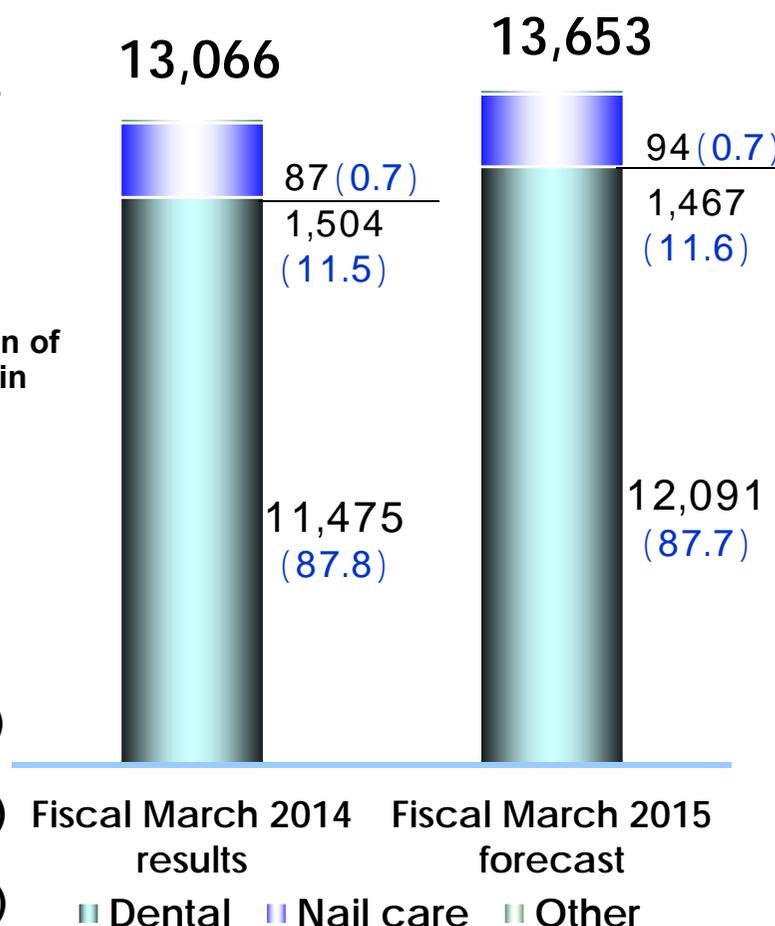
- We expect sales to **decrease 2.4%** despite the steady growth of sales of gel nail products with the contribution of new products, which, however, will not offset a decline in sales of acrylic products.

◇ **Other businesses: Year on year increase of 7 million yen (+8.3%)**

◇ **Major new products to be released during the fiscal year ending March 2015**

- **Composite resin for dental filling**
BEAUTIFUL Bulk, (chemical products)
- **LED light irradiator**
Blue Shot II, (Equipment and others)
- **Semi-sinter zirconia disk for CAD/CAM**
SHOFU Disk ZR-SS, (Equipment and others, etc.)
- **New type of ultrasonic periodontal scaler**
(Equipment and others)

Unit: millions of yen; figures in parentheses represent component ratio (%)



Overseas Sales

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2015

Unit: millions of yen; figures in parentheses represent component ratio (%)



Summary

- We expect overall overseas sales to **rise 15.8%** as sales will progress steadily in all regions and with a favorable effect of fluctuations of foreign currency exchange rates.
- Growth rates by region (Figures in parentheses indicate the growth rate on a local currency basis.)

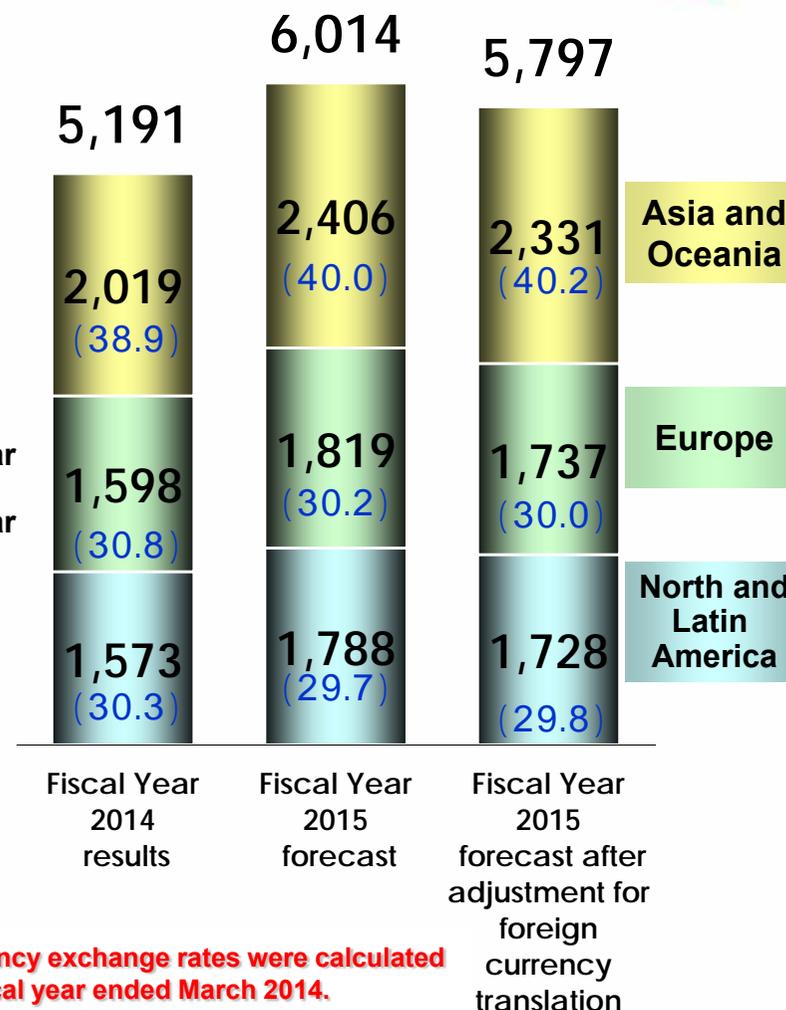
North America, Central and South America	+13.7% (+9.8%)
Europe	+13.8% (+8.7%)
China	+21.3% (+15.0%)
Asia (Other)	+17.5% (+15.8%)

Foreign currency exchange rates

- USD1 = JPY103.51 ← JPY100.00 for the previous fiscal year (Effect: **+80 million yen**)
- EUR1 = JPY139.07 ← JPY134.01 for the previous fiscal year (Effect: **+81 million yen**)
- CNY1 = JPY16.67 ← JPY15.80 for the previous fiscal year (Effect: **+55 million yen**)

(Dental business) Overseas sales ratio: **32.0%**

- (29.9% for the previous fiscal year; 33.0% after adjustment for fluctuations of foreign currency exchange rates)



* The projections after adjustment for fluctuations of foreign currency exchange rates were calculated using the same foreign currency exchange rates used for the fiscal year ended March 2014.

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

Impact of Foreign Exchange Fluctuations (US Dollar, Euro)

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2015



	Foreign exchange rate		Impact on consolidated business performance		Per yen of yen strength	
	Fiscal March 2014 actual	Fiscal March 2015 estimate	Sales	Operating profits	Sales	Operating profits
US Dollar	100.00	103.51	78	31	-22	-8
Euro	134.01	139.07	53	36	-10	-2

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. (Previously, the rates on the final day of the fiscal year were applied.)

* The foreign currency exchange rates used for the forecast for the consolidated fiscal year ending March 31, 2015, were revised when the revisions to the forecast were announced on October 29, 2014.

Medium-term Management Plan – Principle Targets

Future Business Environment and Medium- and Long-term Business Strategies



Record Unit: Millions of yen, %

	Fiscal March 2012 (Results)	Mid-term Management Plan			Fiscal March 2013 (Results)	Fiscal March 2014 (Results)	Fiscal March 2015 (Forecast)
		Fiscal March 2013	Fiscal March 2014	Fiscal March 2015			
Sales	15,985	16,677	18,153	19,548	16,028	18,258	19,667
(Change from Previous Period)	(1.7%)	(0.0%)	(0.0%)	(0.0%)	(0.0%)	(0.0%)	(0.0%)
(Domestic sales)	12,188	12,724	13,649	14,257	12,100	13,066	13,653
(Change from Previous Period)	(1.2%)	(4.4%)	(7.3%)	(4.4%)	(-0.7%)	(8.0%)	(4.5%)
(Overseas sales)	3,797	3,953	4,503	5,291	3,928	5,191	6,014
(Change from Previous Period)	(3.5%)	(4.1%)	(13.9%)	(17.5%)	(3.4%)	(32.2%)	(15.8%)
Operating profit	997	949	1,468	1,856	725	987	1,410
(Percentage of sales)	(6.2%)	(5.7%)	(8.1%)	(9.5%)	(4.5%)	(5.4%)	(7.2%)
Ordinary profit	962	825	1,323	1,703	732	978	1,339
(Percentage of sales)	(6.0%)	(4.9%)	(7.3%)	(8.7%)	(4.6%)	(5.4%)	(6.8%)
Net profit	510	511	840	1,104	18	506	944
(Percentage of sales)	(3.2%)	(3.1%)	(4.6%)	(5.6%)	(0.1%)	(2.8%)	(4.8%)
Dental business Overseas sales ratio	25.8%	25.6%	27.0%	29.4%	26.5%	29.9%	32.0%

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. As part of this change, results for the fiscal year ended March 2013 have been retroactively restated based on the average rates of the period under review. (Previously, the rates on the final day of the fiscal year were applied.)

Medium-term Management Plan by Segment (Sales and Operating Profits)

Future Business Environment and Medium- and Long-term Business Strategies



Unit: Millions of yen, %

	Fiscal March 2012 (Results)		Mid-Term Management Plan						Fiscal March 2013 (Results)		Fiscal March 2014 (Results)		Fiscal March 2015 (Forecast)	
			Fiscal March 2013		Fiscal March 2014		Fiscal March 2015							
	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%
Dental business	14,329	89.6	14,932	89.5	16,343	90.0	17,673	90.4	14,317	89.3	16,379	89.7	17,793	90.5
Nail care business	1,575	9.9	1,661	10.0	1,710	9.4	1,755	9.0	1,633	10.2	1,793	9.8	1,779	9.0
Other businesses	85	0.5	83	0.5	100	0.6	120	0.6	83	0.5	91	0.5	94	0.5
Sales	15,990	100.0	16,677	100.0	18,153	100.0	19,548	100.0	16,033	100.0	18,263	100.0	19,667	100.0
Dental business	1,032	7.2	935	6.3	1,441	8.8	1,811	10.3	750	5.2	925	5.7	—	—
Nail care business	-63	-4.0	-9	-0.6	3	0.2	13	0.8	-52	-3.2	24	1.4	—	—
Other businesses	24	28.9	22	27.1	23	24.0	31	26.3	21	26.2	29	31.9	—	—
Operating profit	994	6.2	949	5.7	1,468	8.1	1,856	9.5	718	4.5	979	5.4	—	—

* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. As part of this change, results for the fiscal year ended March 2013 have been retroactively restated based on the average rates of the period under review. (Previously, the rates on the final day of the fiscal year were applied.)

Medium-term Management Plan

Capital Expenditures, Depreciation Costs, R&D Expenses

➤ Future Business Environment and Medium- and Long-term Business Strategies



Unit: Millions of yen

	Fiscal March 2012 (Results)	Mid-Term Management Plan			Fiscal March 2013 (Results)	Fiscal March 2014 (Results)	Fiscal March 2015 (Forecast)
		Fiscal March 2013	Fiscal March 2014	Fiscal March 2015			
Capital expenditures	280	894	570	701	1,209	1,282	1,725
Depreciation costs	712	660	652	665	660	656	731
(of which goodwill amortization)	89	89	89	89	89	0	0
R&D expenses	1,185	1,391	1,487	1,615	1,219	1,332	1,486



Summary of 2nd Quarter Consolidated Business Performance for Fiscal Year Ending March 31, 2014

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2014

Future Business Environment and Medium- and Long-term Business Strategies



Domestic dental market

Although a certain market scale will be maintained, falling total population and declines in the incidence of cavities make significant growth unlikely.

Overseas dental market

In addition to the existence of an enormous market centered on developed nations, demand for dental care will increase dramatically due to economic growth and the rising standard of living in regions worldwide, particularly developing nations.

10 years vision: Fundamental Principles



Strive to expand the overseas business by dramatically shifting the allocation of management resources to overseas markets.

**Company-wide
targets
for fiscal
March
2022**

- **Group sales: 50 billion yen**
<Domestic sales: 17 billion yen;
overseas sales: 33 billion yen>
- **Group operating profits: 7.5 billion yen**
(Operating profit margin: 15%)

Pursue globalization in every department, function (R&D, production, and sales), personnel, and by extension the company's overall management.

Key issues in order to achieve goals



【Research and Development】

- ✧ Development and introduction of new products that match the local demands

【Production】

- ✧ Relocation of production base and expansion of offshore production

【Sales】

- ✧ Improvement of our sales network
- ✧ Realignment of sales offices
- ✧ Establishment of domestic and international academic networks

【Human resources】

- ✧ Development of human resources and securing the skilled employees



a hybrid resin block for CAD/CAM fabrication



a smart digital camera designed exclusively for dentistry

Specific Efforts – Research and Development

○ Future Business Environment and Medium- and Long-term Business Strategies



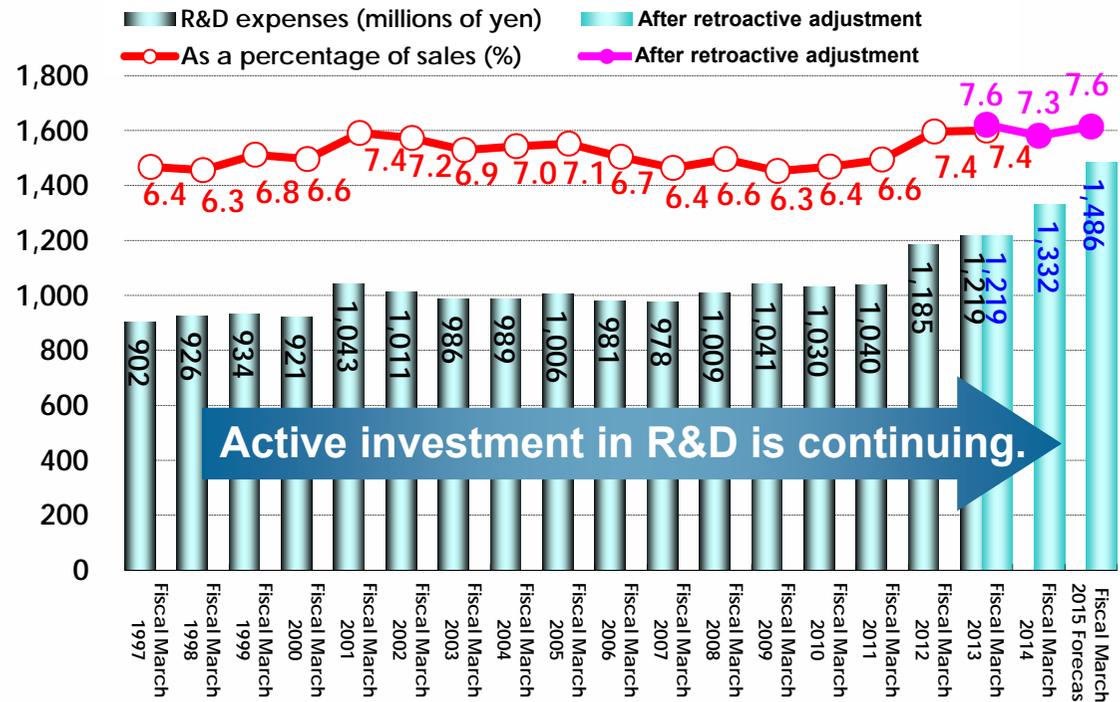
✧ Development and introduction of new products that match the local demands

➡ Developing products with a worldwide vision

➡ Developing new products for regions' middle-class and high-volume segments

➡ Developing products with the goal of creating markets in new fields

Trend in R&D investment



* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. As part of this change, results for the fiscal year ended March 2013 have been retroactively restated based on the average rates of the period under review. (Previously, the rates on the final day of the fiscal year were applied.)

Specific Efforts – Production

⇒ Future Business Environment and Medium- and Long-term Business Strategies



✧ Relocation of production base and expansion of offshore production

Further expand the market share of our time-honored specialties such as artificial teeth and abrasives by enhancing price competitiveness and reducing costs.

⇒ Effectively utilizing existing domestic factories

Domestic manufacturing Group companies



Shiga Shofu (Shiga)



Shofu products
kyoto (Kyoto)



Nail Labo Co.
(Saitama)

Principal issues and purpose of repositioning of production

- 1) limited productions capacity of SHOFU Headquarters
- 2) high production costs in Japan
- 3) currency fluctuations
- 4) high shipping costs for hazardous and heavy goods
- 5) better delivery service to users
- 6) high tariff

⇒ Expanding overseas production

Overseas manufacturing Group companies



Shanghai Shofu Dental
Materials Co., Ltd. (China)



Advanced Healthcare Ltd. (UK)

Specific Efforts – Sales

➤ Future Business Environment and Medium- and Long-term Business Strategies



✧ Improvement of our sales network

- Develop a network of overseas distributors.

✧ Realignment of sales offices

- Enhance the functions of the Singapore subsidiary.
- Establish new overseas sales bases.

✧ Establishment of domestic and international academic networks

- Build an organization that can advertise the company's products and services directly to users.
- Enhance and expand MDR* activities. *Medical dental representative

Overseas sales Group companies (bases)



Shofu Dental Corporation (U.S.A.)



Shofu Dental GMBH (Germany)



Shofu UK (Sales Office) (UK)



Shofu Dental Trading (Shanghai) Co., Ltd., (China)



Shofu Dental Asia-Pacific PTE (Singapore)

➤ Improve our customer service

➤ Enhance academic activities

➤ Speed up the product registration work

Specific Efforts – MiCD Project

Future Business Environment and Medium- and Long-term Business Strategies



Official partner



Minimally Invasive Cosmetic Dentistry

MiCD Project

(Minimally Invasive Cosmetic Dentistry)

Supporting the development of cosmetic dental treatment that delivers cosmetic results while minimizing surgical intervention of cavity lesion

Increasing sales of filling and restorative dental materials

Improved cost effectiveness

Enhance image as a company that promotes state-of-the-art medicine

● Providing training programs

● Holding study groups

● Developing and supplying MiCD products

● Promoting products and services to patients

Specific Efforts – Nail Care Business

○ Future Business Environment and Medium- and Long-term Business Strategies



○ Capturing share in the LED gel market with improved Presto

○ Improving competitiveness and profitability by integrating operations from product planning and manufacture to sales

⇒ **March 2013: Acquisition of Promech Inc. by Nail Labo Co., Ltd.**
June 2013: Establishment of Nail Care Division at the Head Office
August 2014: Released “by Nail Labo,” the first gel nail system for general consumers



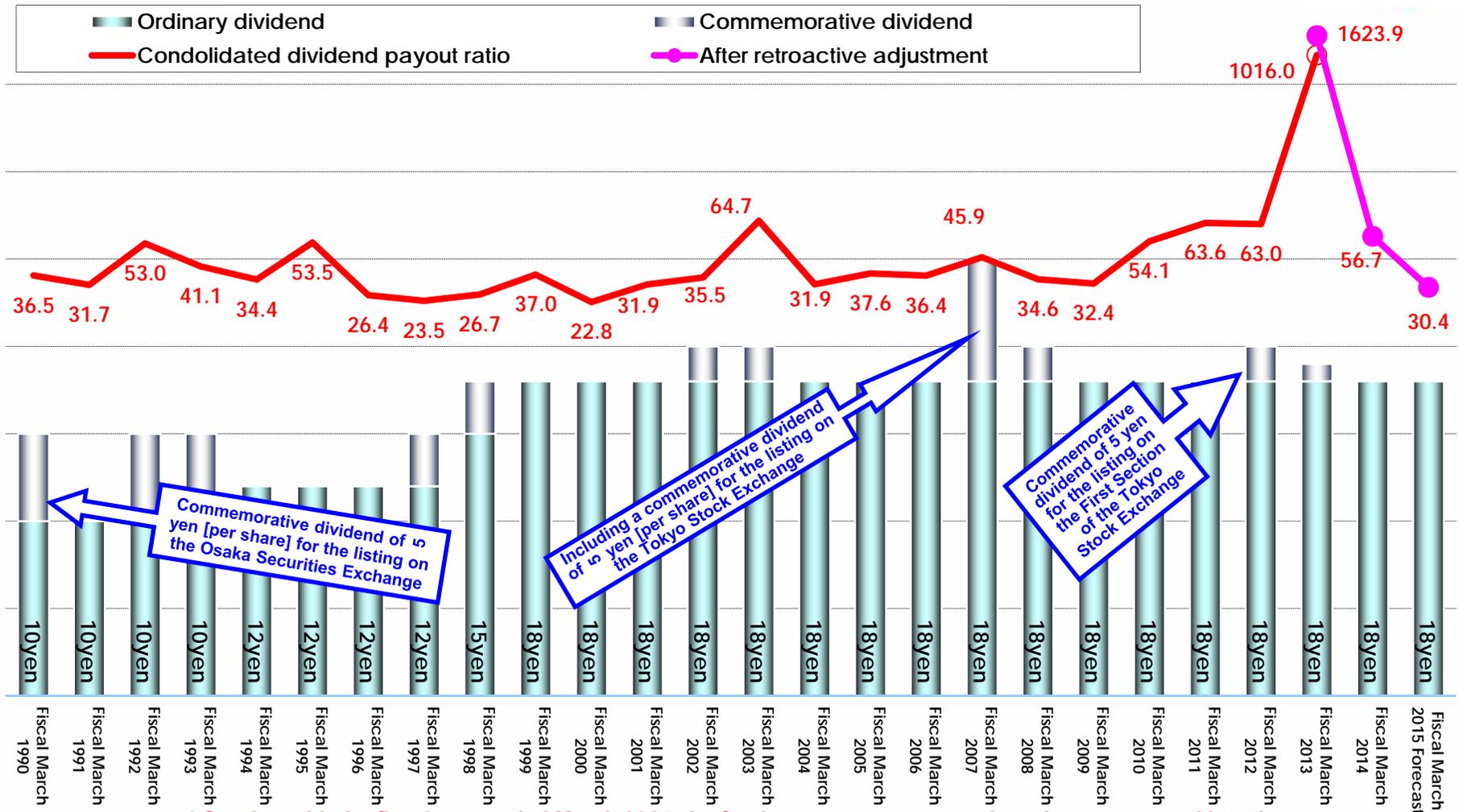
○ Expanding sales channels in overseas markets
– U.S., Europe, South Korea, China

Work to expand the nail care business by taking advantage of the R&D and production engineering capabilities the company has developed in the dental materials business.

Dividend Policy

- Target dividend payout ratio: More than 30%
- Average consolidated dividend payout ratio since listing: 40.5%
(Weighted average from Fiscal March 1990 to March 2014)

➤ Future Business Environment and Medium- and Long-term Business Strategies



* Starting with the fiscal year ended March 2014, the foreign currency amounts have been converted into Japanese yen using the average exchange rates of the fiscal year under review. As part of this change, results for the fiscal year ended March 2013 have been retroactively restated based on the average rates of the period under review. (Previously, the rates on the final day of the fiscal year were applied.)



Forecasts in this document are based on information and data available at the time of release as well as on assumptions concerning uncertain factors that might affect the company's future business performance. Depending on various factors, actual business performance could differ substantially from the forecasts contained in this document.

SHOFU INC.

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E-mail: ir@shofu.co.jp

Contact: Corporate Planning Department





**The pages below are provided only for your reference.
The information on these pages will not be covered in the
financial analysis meeting.**

SHOFU and Its Operations (Summary of the Company Profile and Its Businesses)

Company Profile



(As of September 30, 2014)

■ Company name	SHOFU Inc.
■ Representative	Noriyuki Negoro, President and CEO
■ Address	11 Kamitakamatsu-cho, Fukuine, Higashiyama-ku, Kyoto 605-0983, Japan
■ Date of establishment	May 15, 1922
■ Capital	4,474,646,614 yen
■ Listed exchanges	First Section of Tokyo Stock Exchange (date listed: March 29, 2012)
■ Number of employees	422 (entire group: 856, including 290 in overseas subsidiaries)
■ Business	Manufacture and sale of dental materials and equipment
■ Main customers	Dental institutions (via sales agencies)
■ Number of group companies	11 (three in Japan, seven overseas) Dental companies: 8 (two in Japan, six overseas) Nail care companies: 2 (one in Japan, one overseas)



Main Products

The company manufactures and markets a wide range of dental materials and equipment.

Artificial teeth



Artificial tooth and implant materials

- Porcelain teeth, porcelain powder, resin teeth

Abrasives



Materials for removing diseased areas and polishing crowns

- Diamond abrasive
- Carborundum abrasive
- Silicon polisher
- Other carving and polishing materials
- Industrial grinding and polishing materials

Metal products



Materials for use as dental crowns and as the base for implants

- Alloys for casting, silver alloys
- Other metals

Chemical products



Materials for use in a variety of applications, including implants, diseased area fillings, gums for artificial teeth, etc.

- Synthetic resins
- Impression materials
- Waxes

Cements



Materials for use in the adhesion of implants, fillings, etc.

- Dental cements
- Dental stones and investments

Equipment and appliances



Equipment and appliances for dental treatment and procedures

- Dental equipment
- Products for oral care and infection prevention
- Orthodontic materials
- **Health and beauty equipment**
- Other equipment and appliances

Please refer to "Product Profiles" attached to this document.

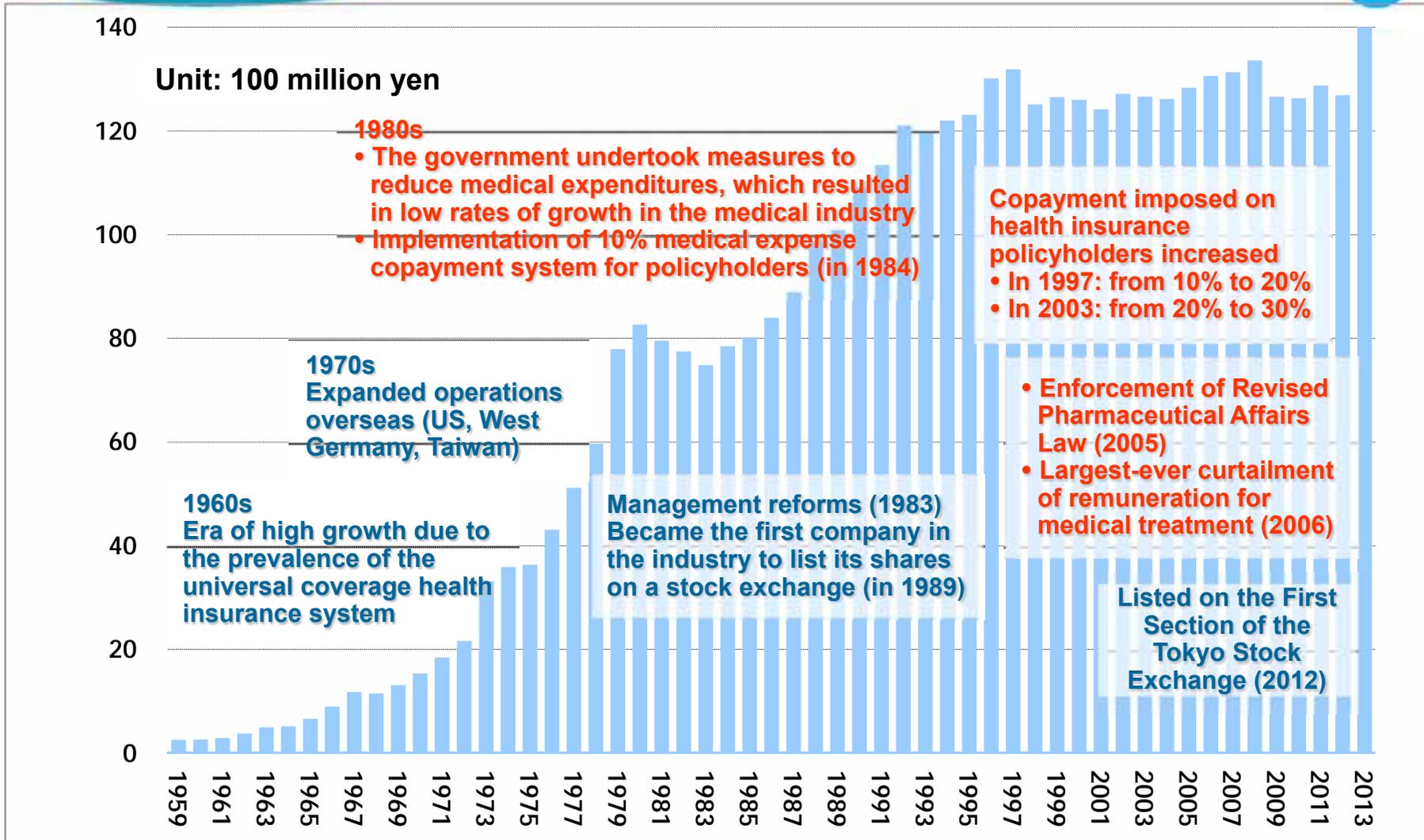
The company's products are designed for use in dental care and treatment.

Corporate History



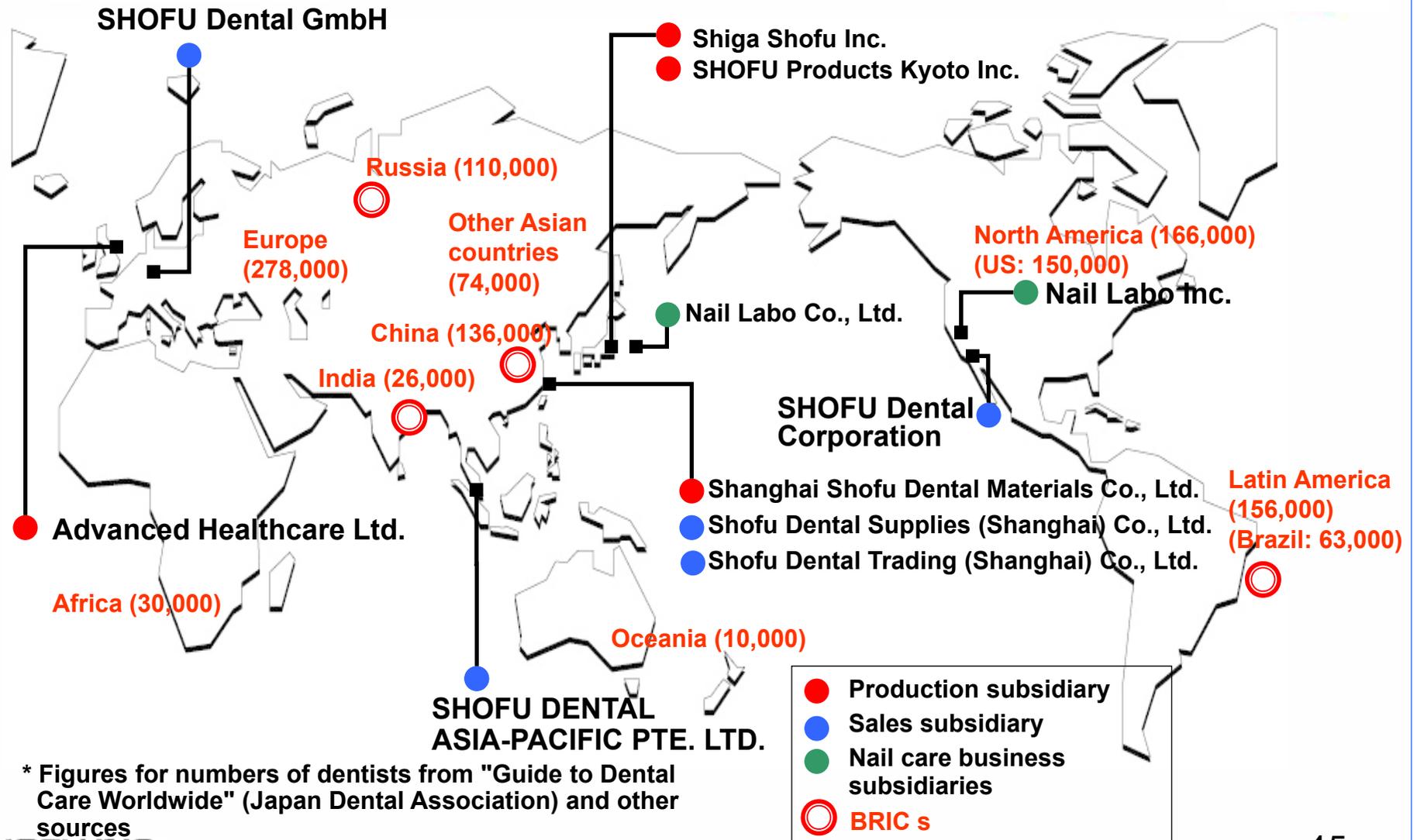
• 1922	Shofu Dental Manufacturing Co., Ltd. founded and commenced the manufacture and sale of Japan's first artificial teeth.
• 1963	Shofu shares listed on the over-the-counter market.
• 1971 ~ 1978	Established sales subsidiaries in the U.S. and West Germany. Started overseas production (in Taiwan). Established Shiga Shofu Inc. as a manufacturing facility for resin teeth.
• 1983	Changed the company name to SHOFU Inc. Commenced management reforms.
• 1989	Shofu's shares listed on the Second Section of the Osaka Securities Exchange (in November).
• 1990 ~ 1997	Purchased a British research & development and manufacturing company. Founded a sales subsidiary in the U.K. Obtained the UK GMP (Good Manufacturing Practice) Certificate. Acquired a CE marking certificate.
• 1996	Founded Promech Inc. Established Liaison Office in Shanghai, China.
• 1997	Established the industry's largest research facility as a part of a project to commemorate Shofu's 75th anniversary.
• 2002 ~ 2003	Celebrated the company's 80th anniversary (in May 2002). Established Liaison Office in Beijing, China. Obtained ISO 14001 (Environmental Management System) certification (both for the headquarters and all group companies). Established Shanghai Shofu Dental Materials Co., Ltd., a production facility in China.
• 2005	Acquired Shoken Inc. as a wholly owned subsidiary through a share exchange. Established Shofu Dental Supplies (Shanghai) Co., Ltd., a sales facility in China.
• 2006	Training Center designed to promote customers service completed (in August).
• 2007	Celebrated the company's 85th anniversary. Shofu's shares listed on the Second Section of the Tokyo Stock Exchange (in February).
• 2008	Acquired and turned Nail Labo Co., Ltd. into a subsidiary. Acquired 1.6 million of the company's own shares in accordance with the purchase of the company's own shares scheme in the J-NET market of the Osaka Securities Exchange.
• 2009	Reached basic agreement concerning business and capital partnership with Mitsui Chemicals, Inc., and Sunmedical Co., Ltd. Transferred 1.8 million shares of treasury stock to Mitsui Chemicals, Inc., through a third-party allocation.
• 2010	Shofu Dental Trading (Shanghai) Co., Ltd., is established in China.
• 2012	Celebrated the 90th anniversary of its founding. Listed on the First Section of the Tokyo Stock Exchange.
• 2013	Promech Inc. is split up, with Shoken Inc. taking over its dental businesses and Nail Labo Co., Ltd., absorbing the company and its remaining operations. The Singapore Sales Office is incorporated as the local corporation SHOFU Dental ASIA-Pacific Pte.Ltd.
•2014	SHOKEN INC. moved to a new manufacturing site and company name was changed to SHOFU PRODUCTS KYOTO INC., establishing a CAD/CAM Processing Center within the same premises.

Corporate History - Sales



Group Profile and Number of Dentists Worldwide

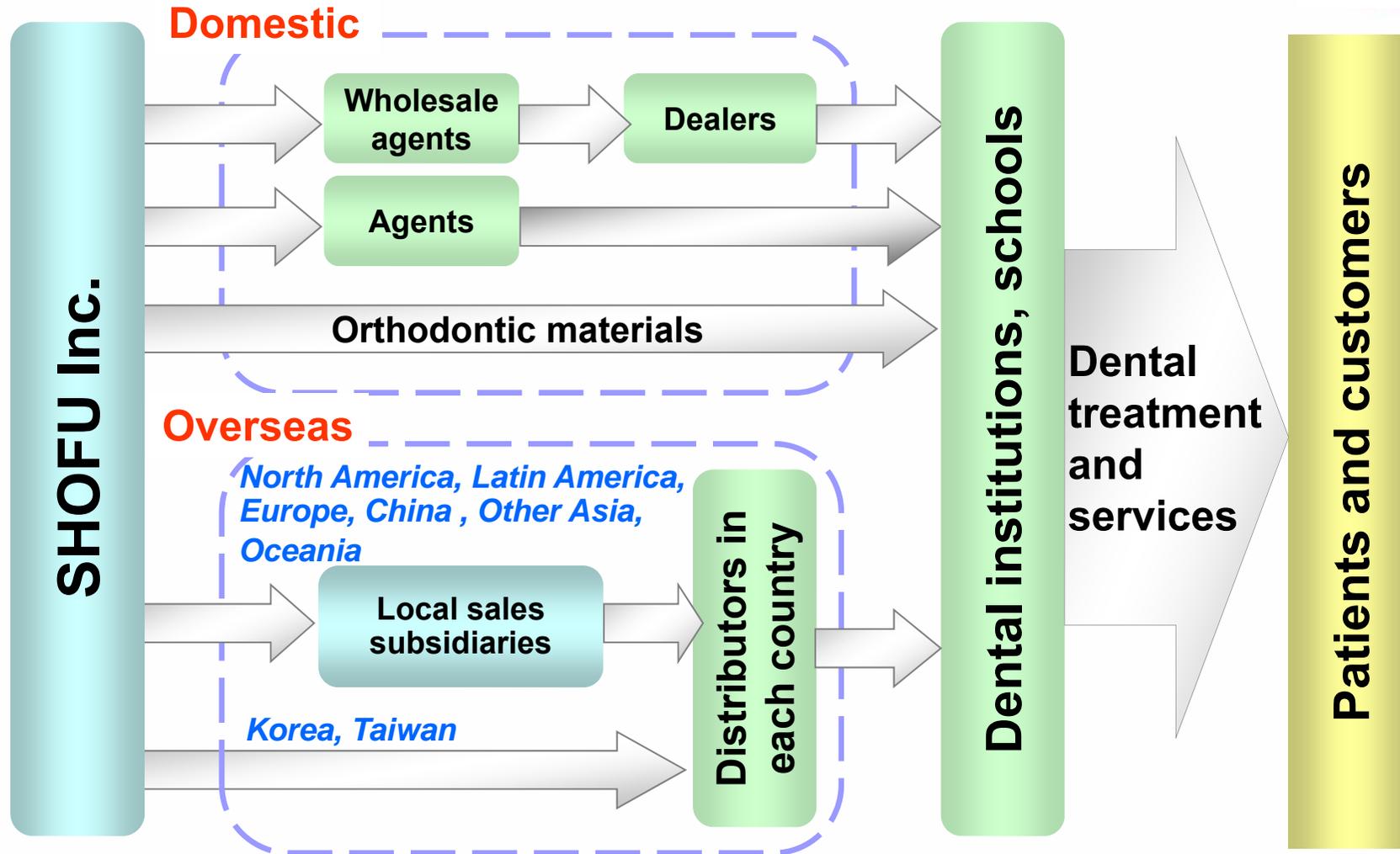
Company and Business Profiles



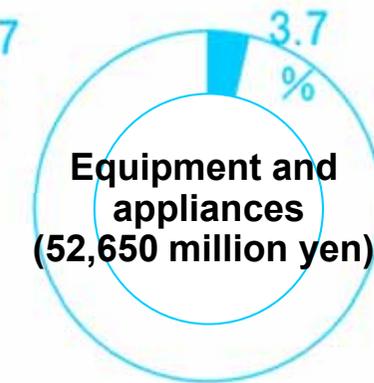
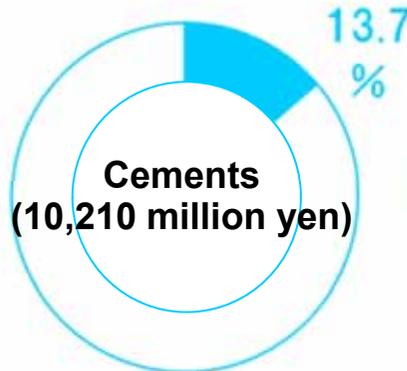
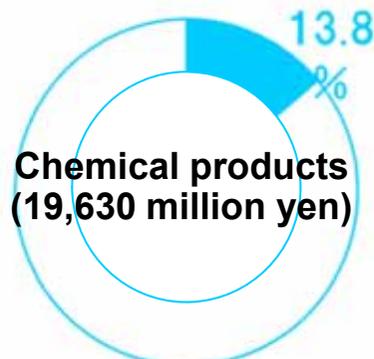
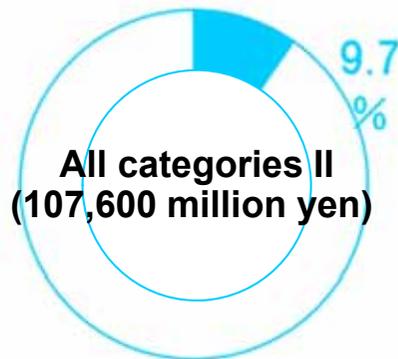
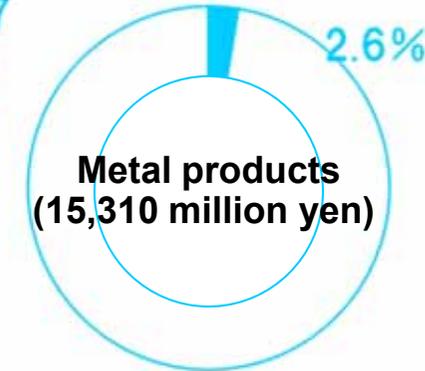
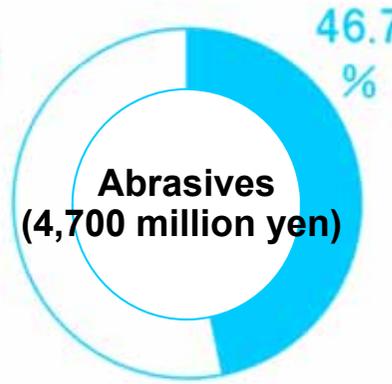
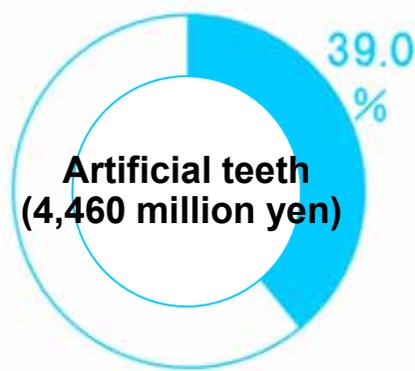
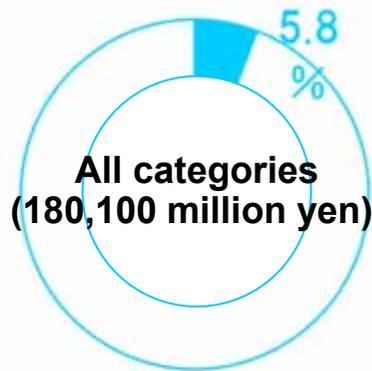
* Figures for numbers of dentists from "Guide to Dental Care Worldwide" (Japan Dental Association) and other sources

SHOFU INC.

Sales Channels



Market share by product category



“All categories” includes “gold-silver-palladium alloy” and “machines and equipment for dental clinics.” “All categories II” and other categories do not include “gold-silver-palladium alloy” and “machines and equipment for dental clinics.”

Source: Production Statistics issued by the Pharmaceutical Industry (Manufacturers' shipment values), Ministry of Health, Labour and Welfare (Domestic data, Calendar Year 2012)

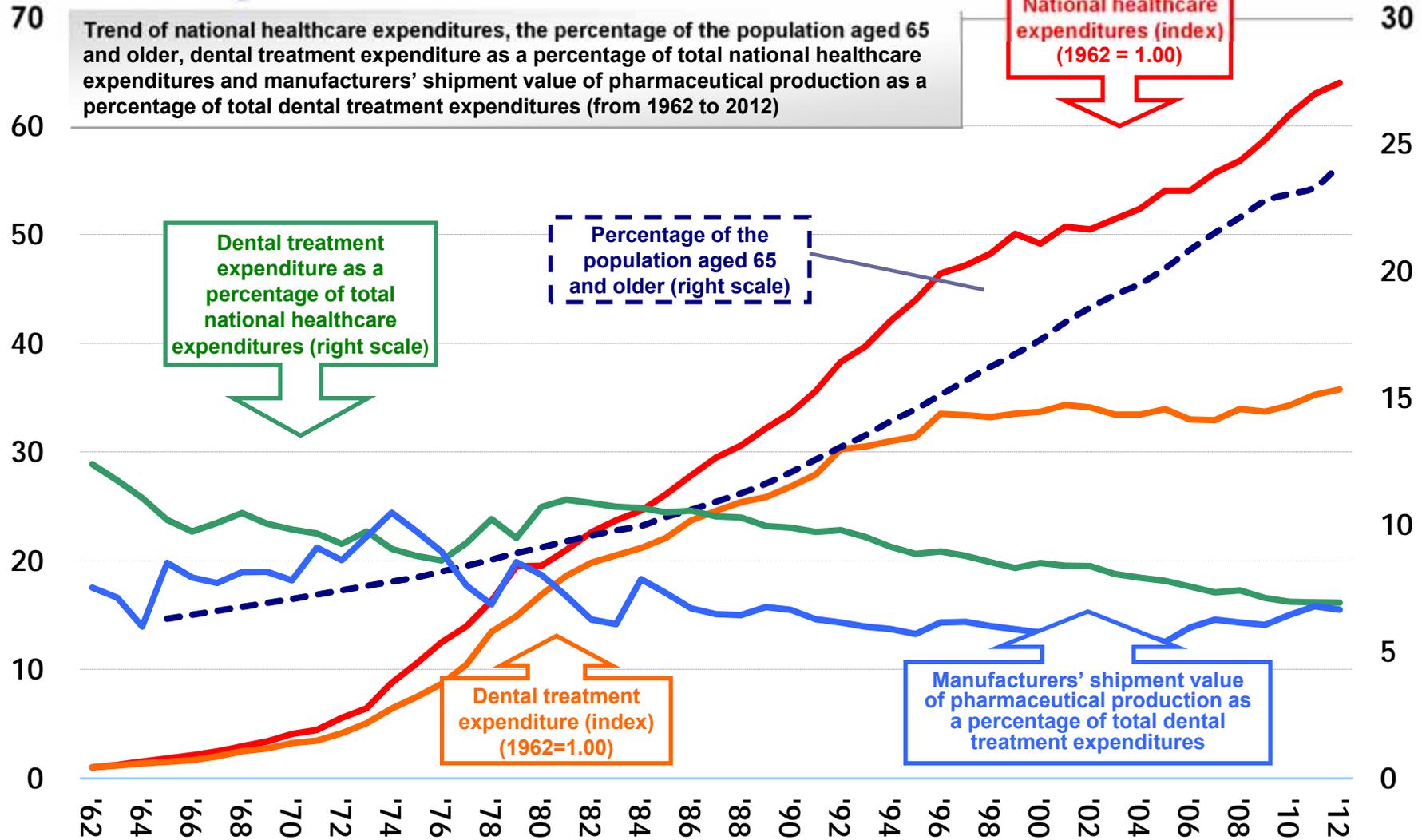
Figures in parentheses represent market size. (Figures rounded down to the nearest ten million yen)



Reference <Dentistry Data>

Long-term Trend of Dentistry-Related Statistics

Reference <Dentistry Data>

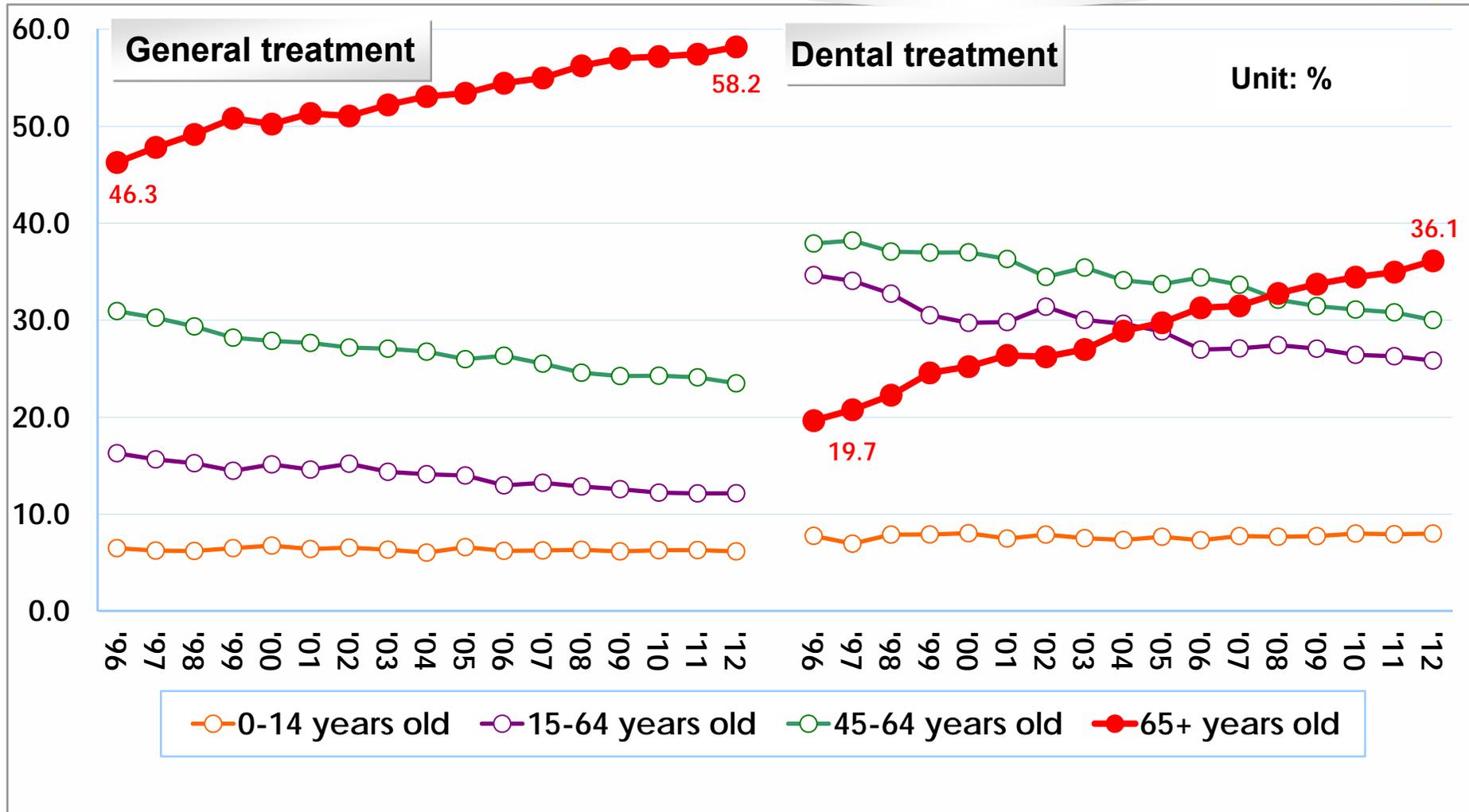


Healthcare Expenditures by Age Group (Component Ratio)

Reference <Dentistry Data>

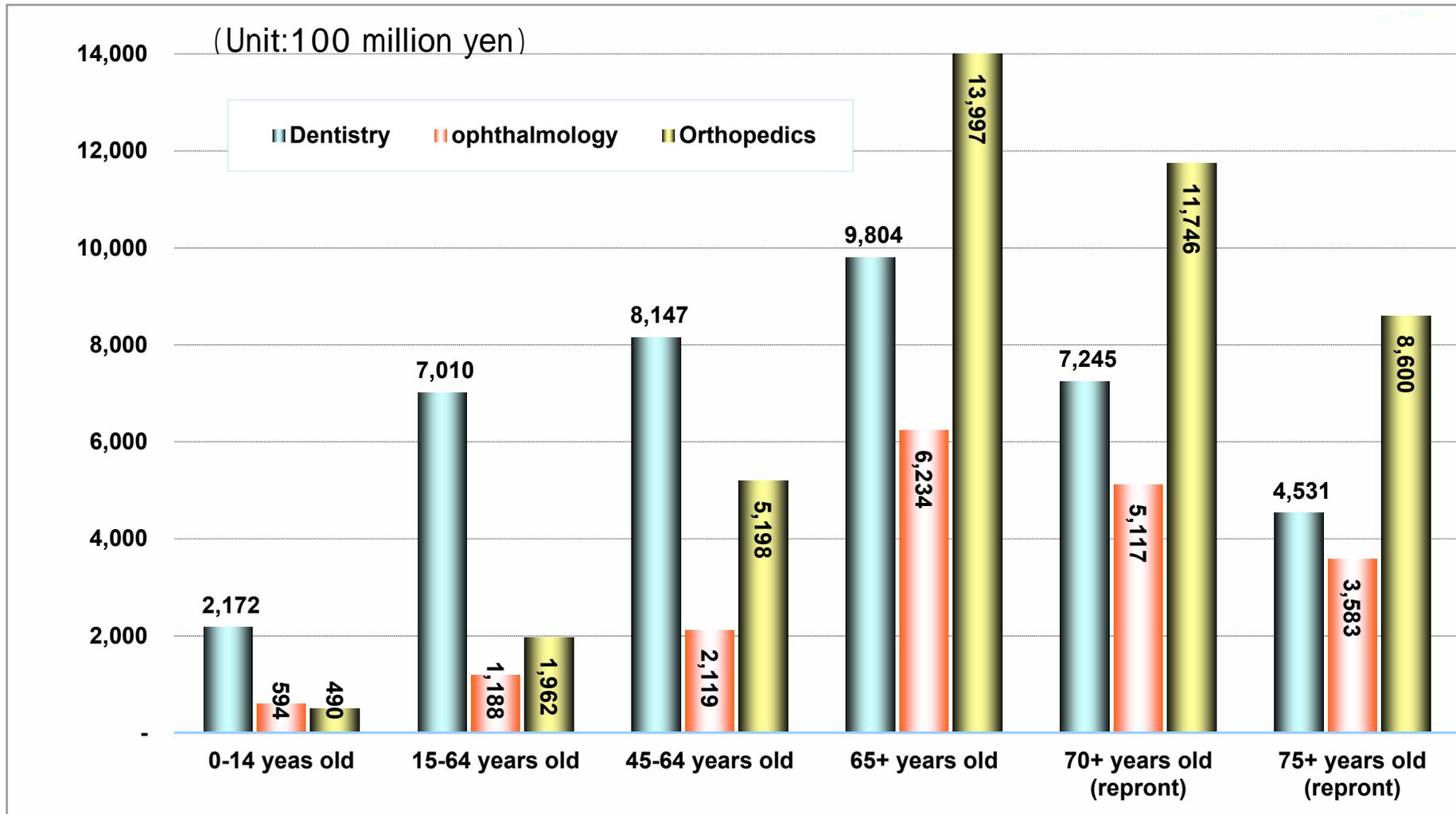


People aged 65 years and older tend to place less importance on dental treatment than general medical treatment.



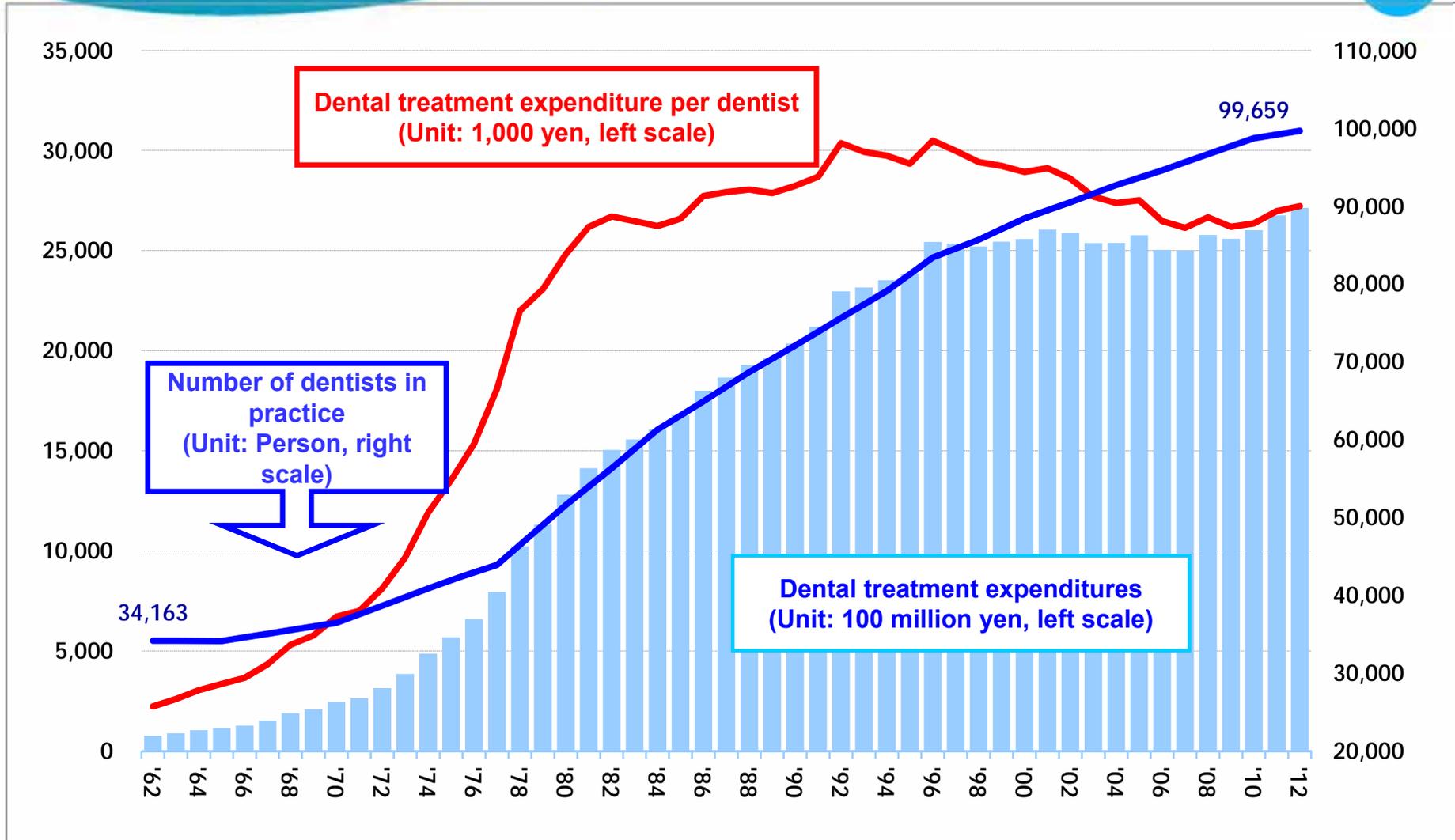
Comparison of Healthcare Expenditures by Age Group - Dentistry, Ophthalmology and Orthopedics

Reference <Dentistry Data>



Trend of the Number of Dentists and Dental Treatment Expenditure

Reference <Dentistry Data>



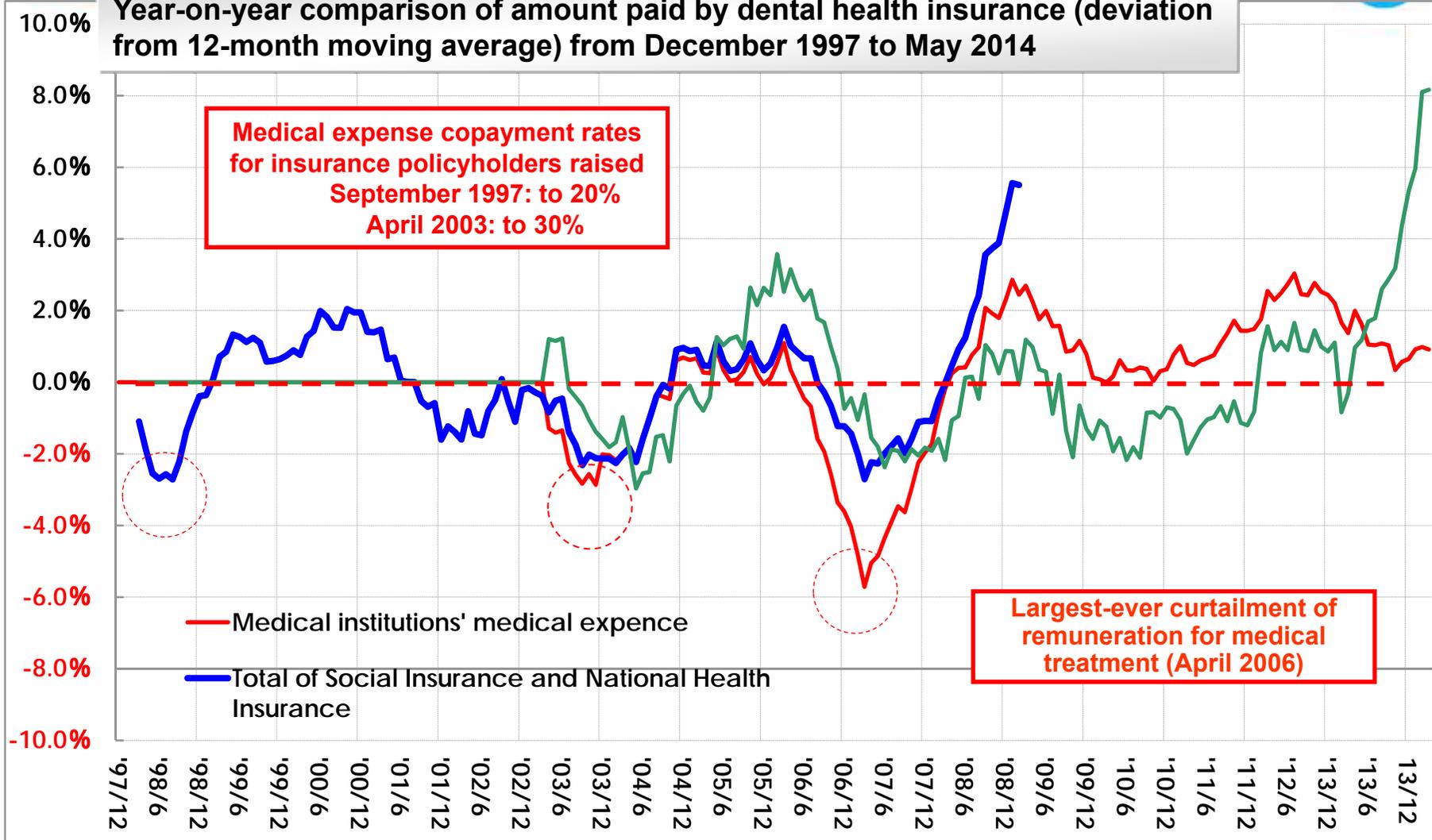
Prepared using yearly data from Summary of National Healthcare Expenditures, Survey on Doctors, Dentists and Pharmacists (Ministry of Health, Labour and Welfare)

Dental Treatment Expenditures

Reference <Dentistry Data>



Year-on-year comparison of amount paid by dental health insurance (deviation from 12-month moving average) from December 1997 to May 2014

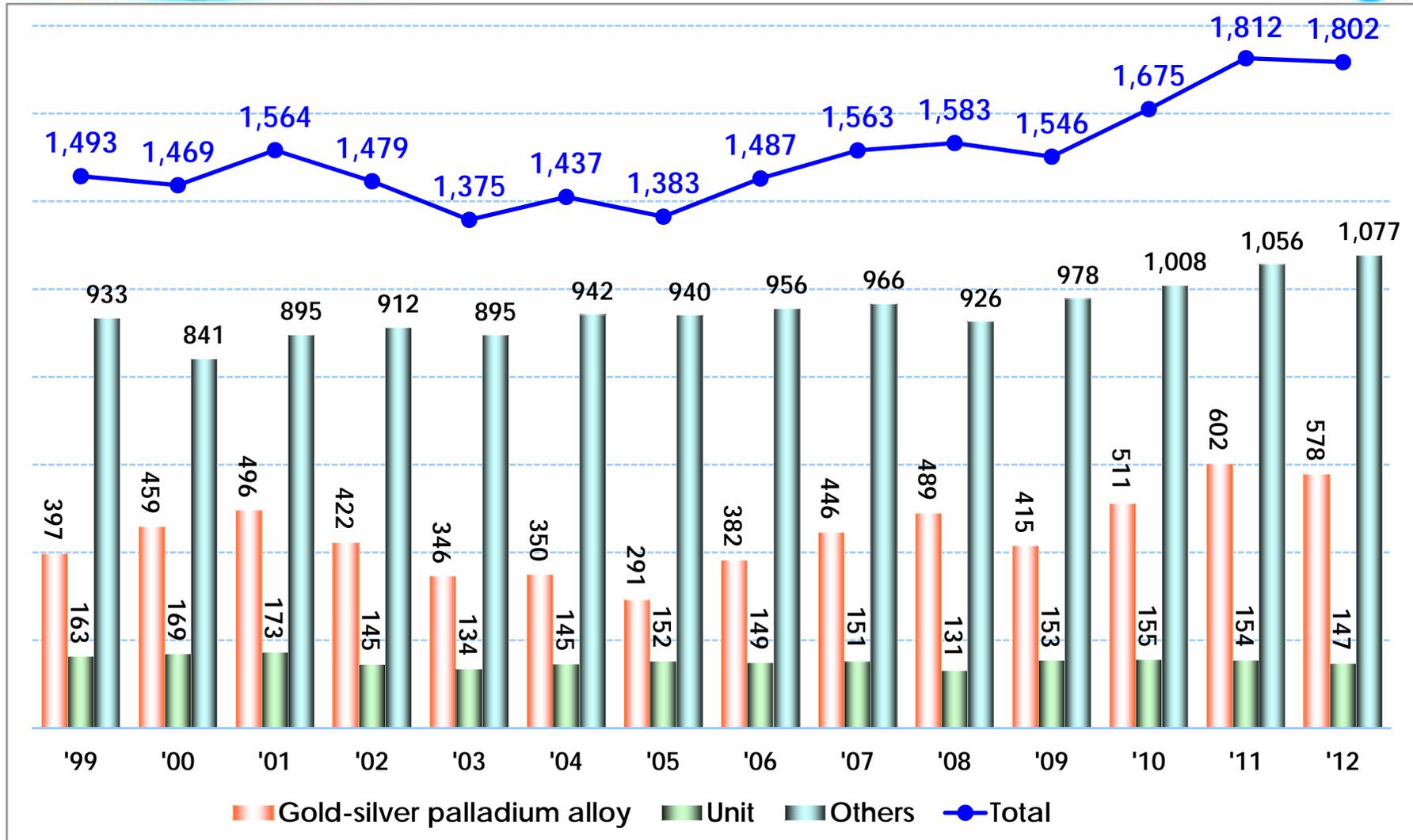


Trend of Shipment Value of Pharmaceutical Industry Production

Reference <Dentistry Data>

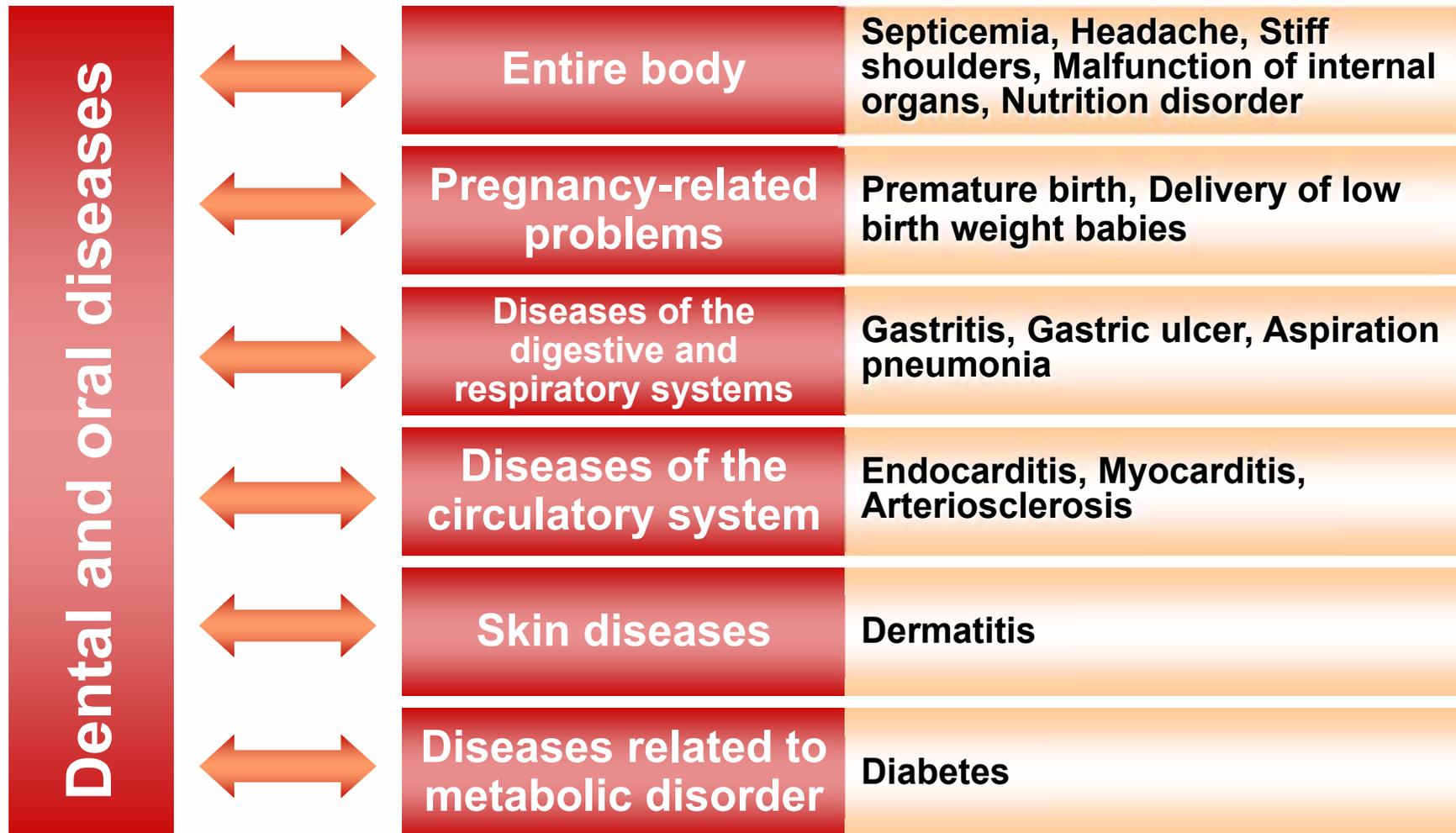


Shipment value, Unit: 100 million yen



Systemic Diseases Caused by Caries and Periodontal Disease

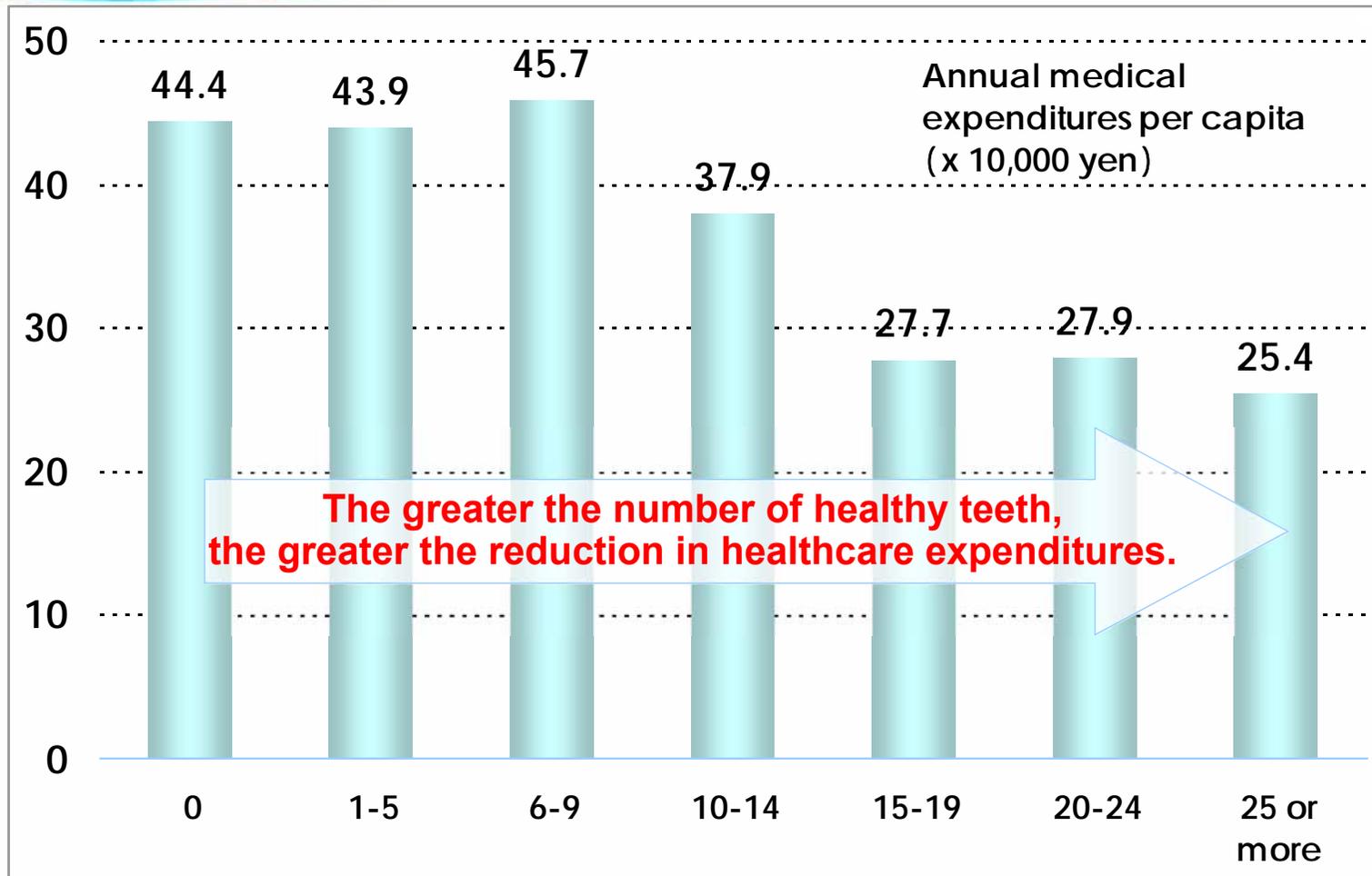
Reference <Dentistry Data>



(Reprinted from the "Archive of the 8020 and Enjoy Healthy Life" issued by Social Insurance Research Institute)

Correlation between Number of Healthy Teeth and Healthcare Expenditures

Reference <Dentistry Data>



The greater the number of healthy teeth, the greater the reduction in healthcare expenditures.

Prepared on the basis of "Correlation between Oral Hygiene Status of Elderly Persons and Healthcare Expenditures," a paper published in 2003 by Kazumune Arikawa, a full-time instructor at the Nihon University School of Dentistry at Matsudo

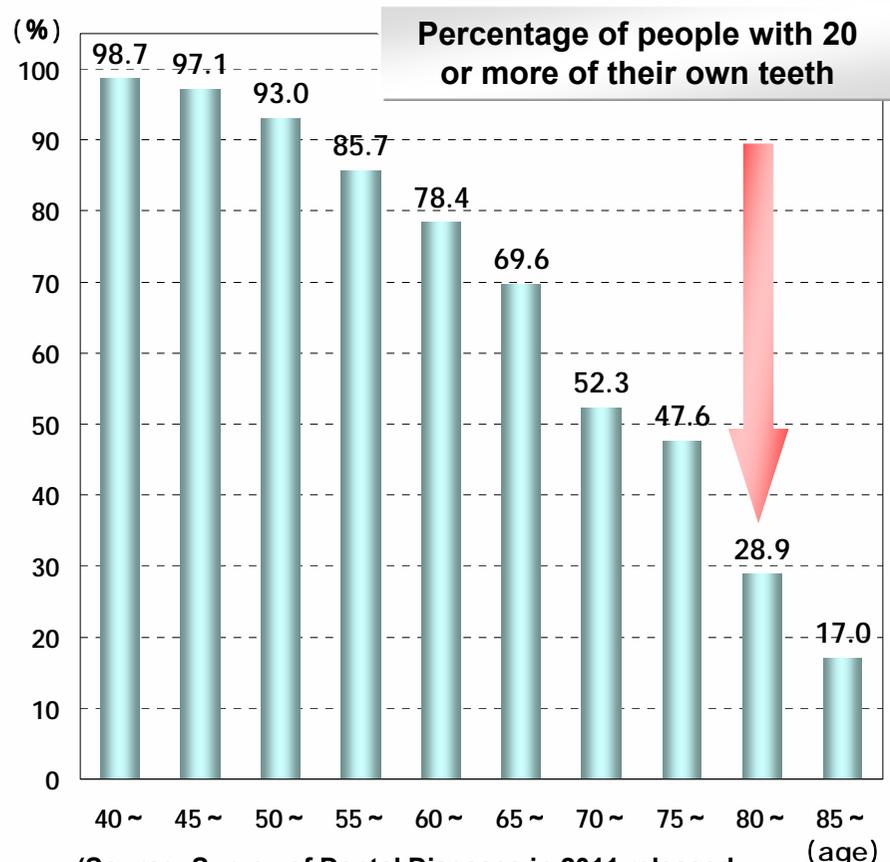
Subjects surveyed: 954 persons aged 80 living independently (392 men, 562 women)

The 8020 Movement and Changes in Dental Diseases

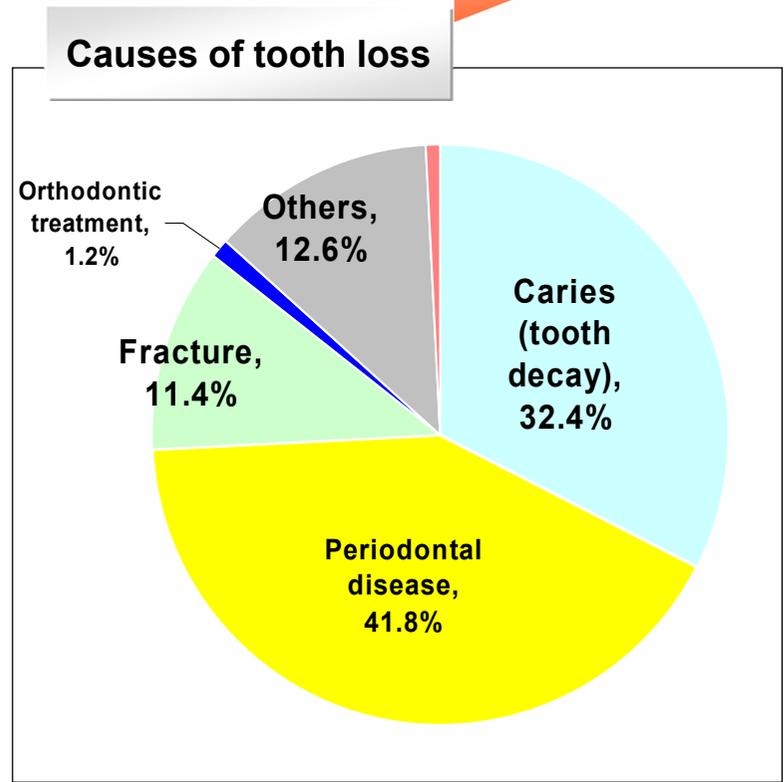
Reference <Dentistry Data>



The primary target of “20% of the population achieving 8020” was reached in 2006.



(Source: Survey of Dental Diseases in 2011 released by the Ministry of Health, Labour and Welfare)



(Survey by the 8020 Promotion Foundation in 2005)

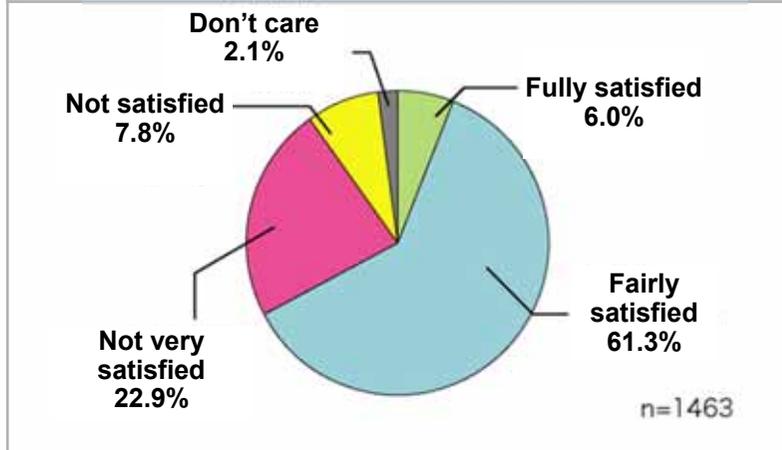
Perception of Dental and Oral Health

▷ Reference <Dentistry Data>

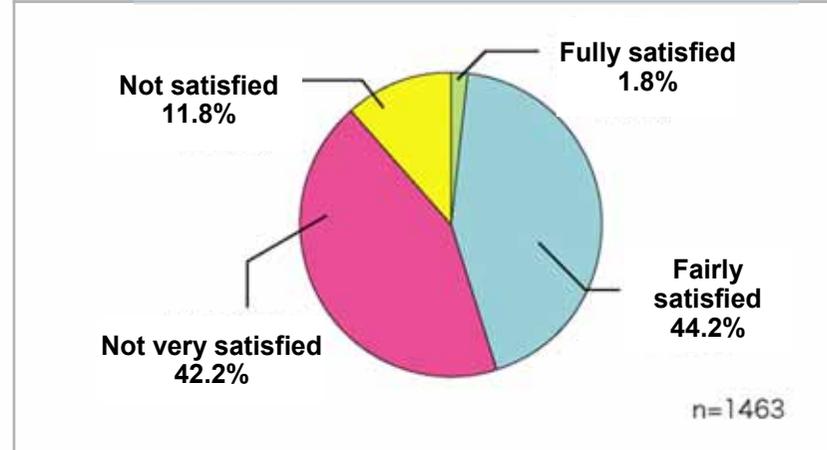


Source: Fiscal 2007's Dental Equipment Industry Vision (References)

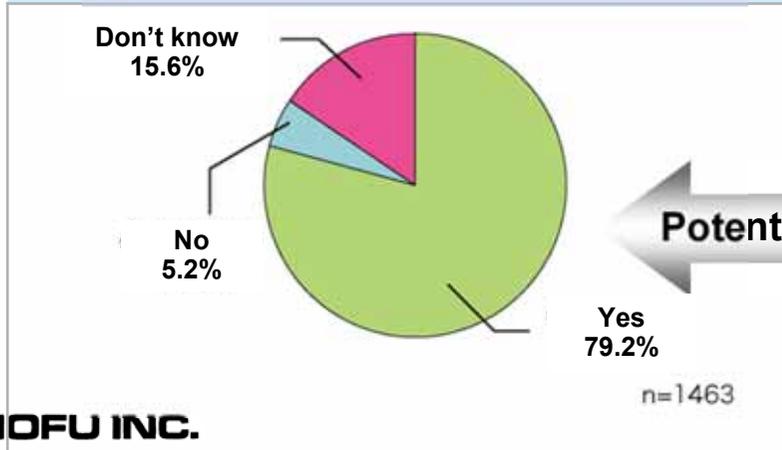
Are you satisfied with your physical health?



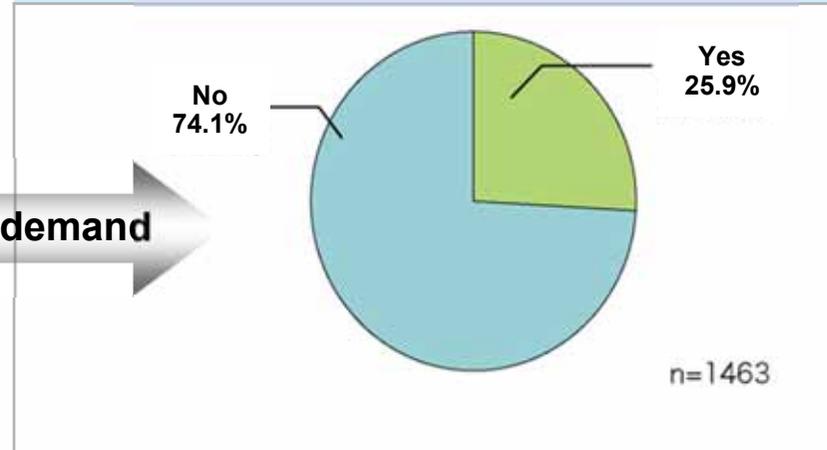
Are you satisfied with your oral health?



Do you think it necessary to receive regular dental care (checkup and cleaning) at a dental clinic?

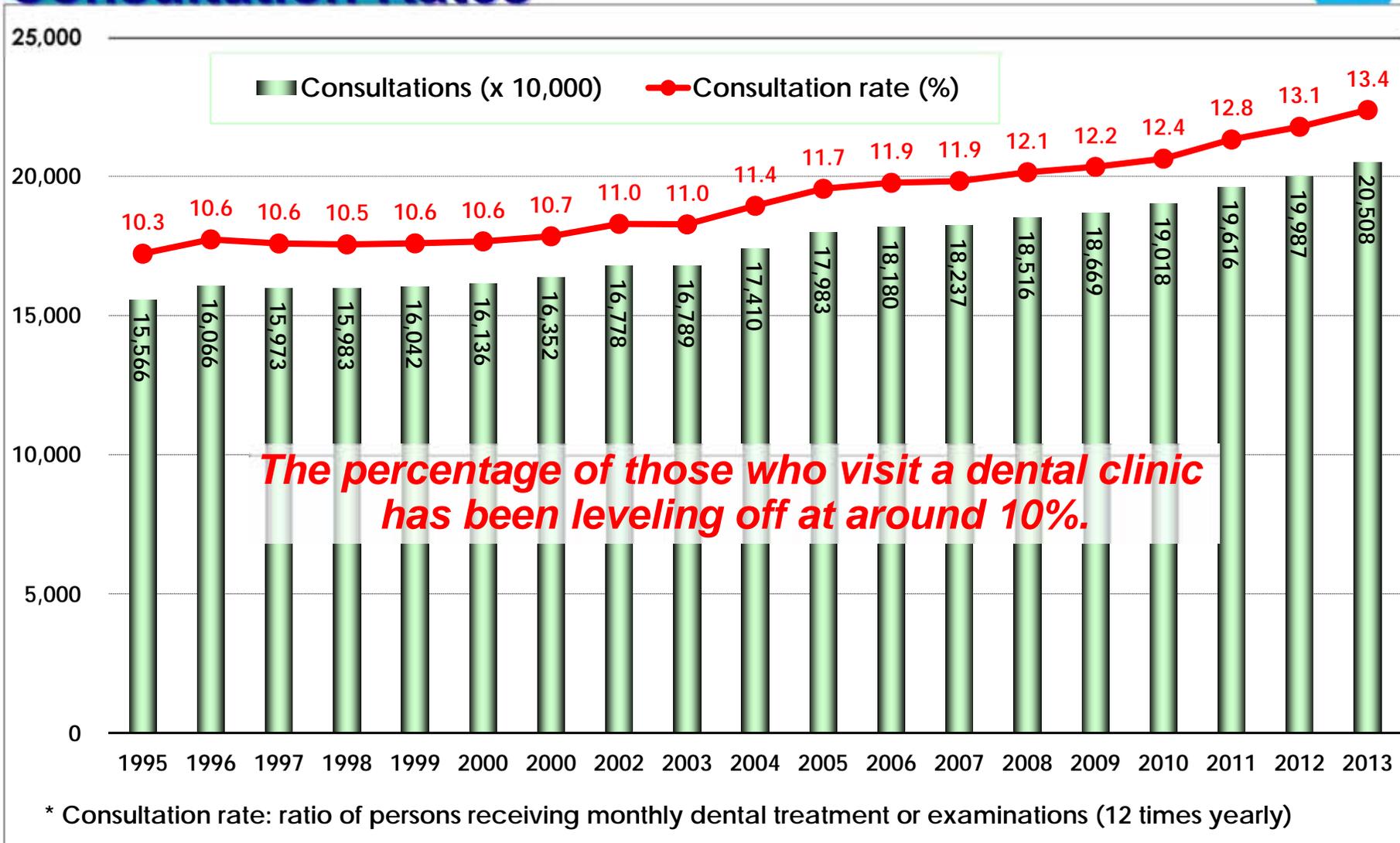


Do you actually receive regular dental care?



Dental Clinic Consultation Rates

Reference <Dentistry Data>



Trend in the North American Market

▷ Reference <Dentistry Data>



The public developed the habit of paying regular visits to dental clinics. → Shortage of dentists

Increase in regular visits to dental clinics
→ Solution to the problem of oversupply of dentists

	North America	Japan
Percentage of those who make regular visits to dental clinics	54%	16%
Number of dentists (per 1,000 persons)	0.6 person	0.7 person
Population (per dentist)	1,670 person	1,430 person

WHO says that one dentist per 2,000 persons is the appropriate ratio.

Source:

* Health and Welfare Survey in 1999 conducted by the Ministry of Health, Labour and Welfare and a survey conducted by Colgate-Palmolive Company

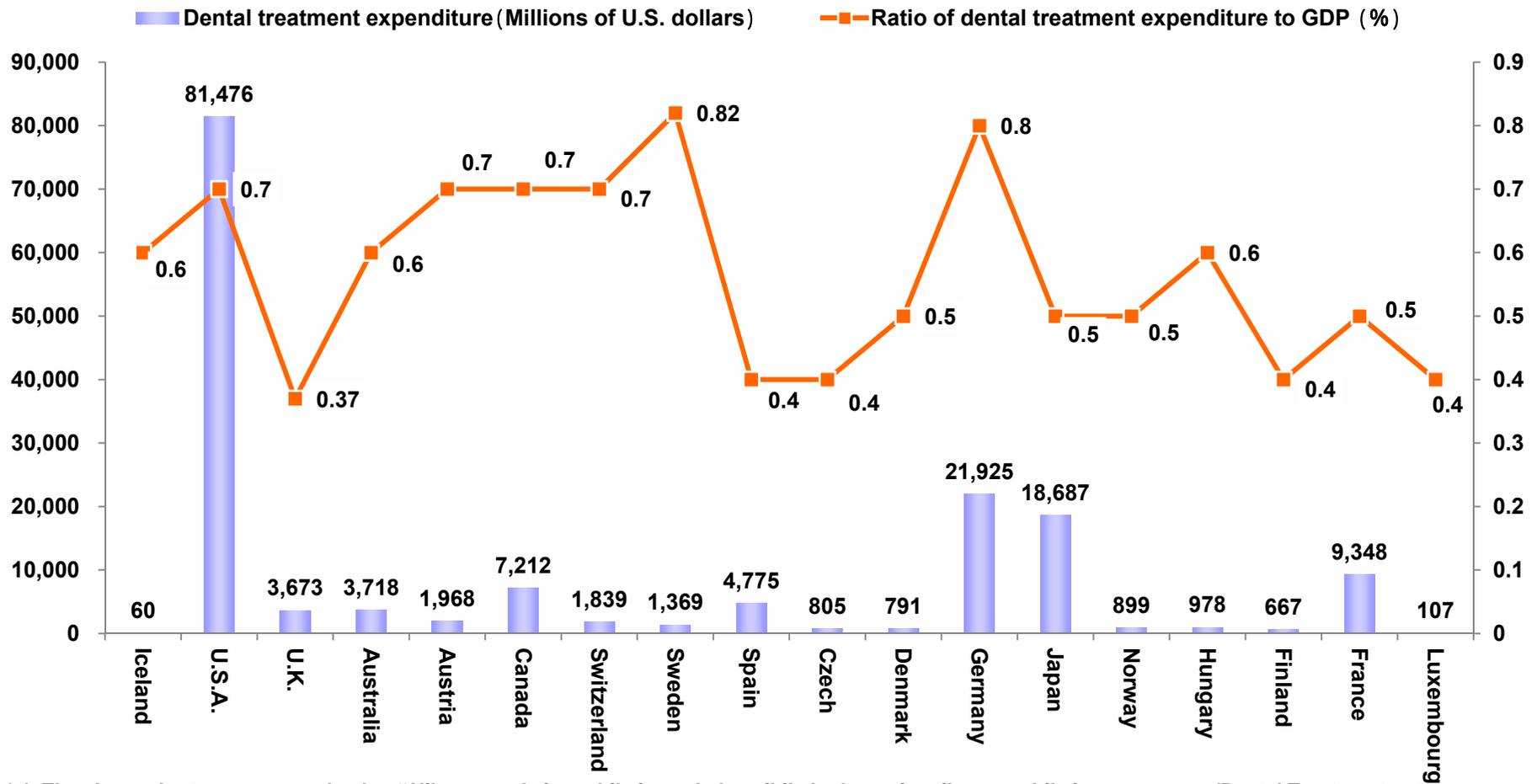
* Consulted an article titled "Reasons for the Success of the Canadian Dental Community" (DH Style, September 2007) by Ken Yaegaki DDS Ph.D., Professor and head of the Department of Oral Health, Nippon Dental

Relation between Dental Treatment Expenditure and GDP

▷ Reference <Dentistry Data>



Although Japan's dental treatment expenditure is at a high level in international comparison, the ratio of Japan's dental treatment expenditure to GDP is in the middle range in international comparison.



* 1. The above chart was prepared using "Nihon-to sekai-no shikairyo—kokusaihikaku-karamita nihon-no shikairyo-no sugata (Dental Treatment in Japan and in the Rest of the World—Dental Treatment in Japan from the Perspective of International Comparison)," by Kento Taira (medical corporation Seiryokai) as reference.

2. The above data for each country is as of 2004 except for Sweden's data, which is as of 1992.

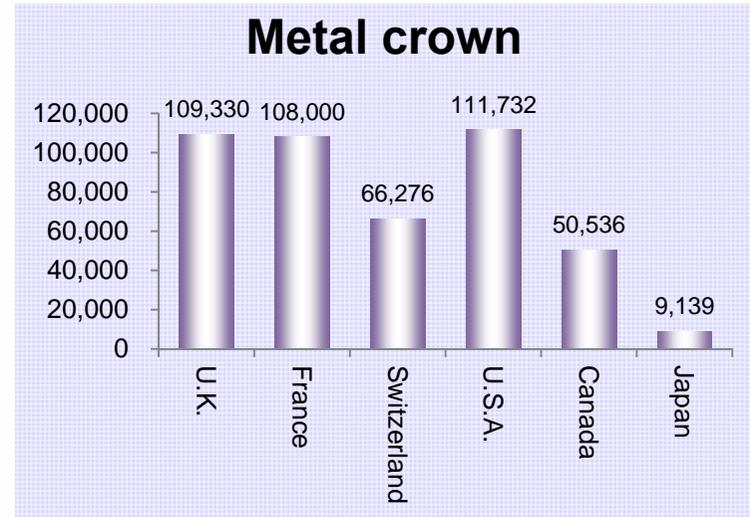
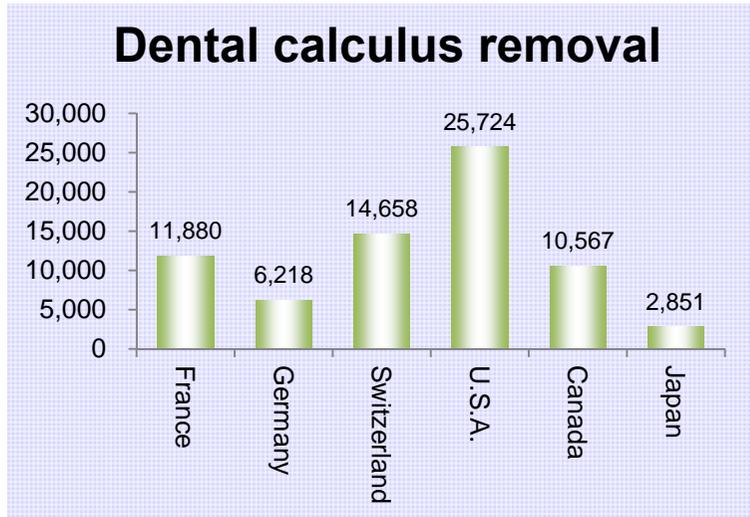
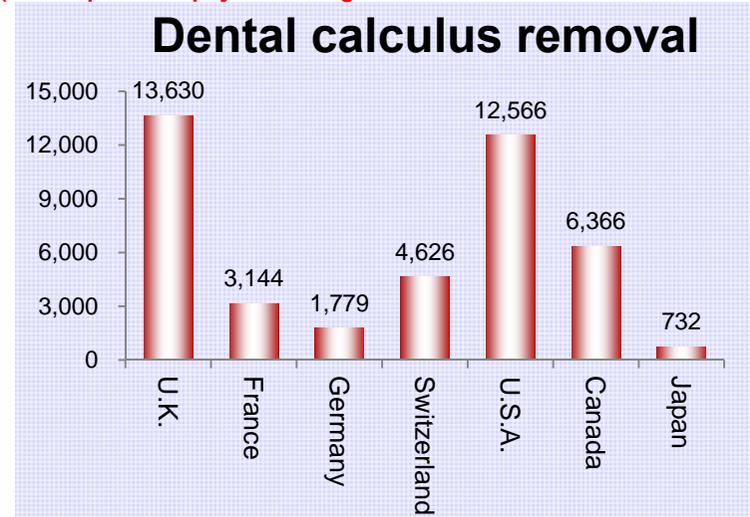
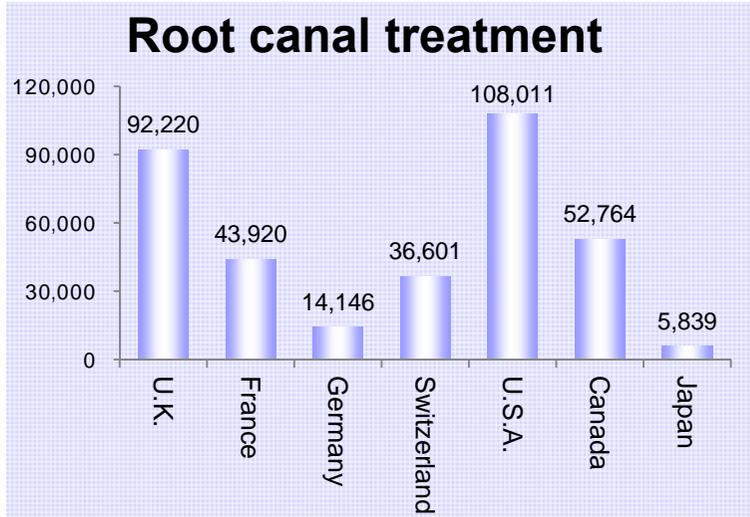
International Comparison of Dental Treatment Expenditure (Unit Price of a Treatment Session)

▷ Reference <Dentistry Data>

Unit: yen



*Japan: Unit price for a treatment session according to public healthcare insurance (⇒ The patient's payment obligation is 30% of the amounts below.)



* The above chart was prepared using material from "Iryo, kaigokyufuhi suikei-ni-tsuite (On the Estimate of Medical and Nursing Care Benefit Expenses)" by Professor Kawabuchi of the Graduate School of Tokyo Medical and Dental University (submitted to the 6th meeting of the Social Security Council of Japan on July 31, 2008).

International Comparison in the Ratio of Persons with Dental Caries (at age 12)

Reference <Dentistry Data>

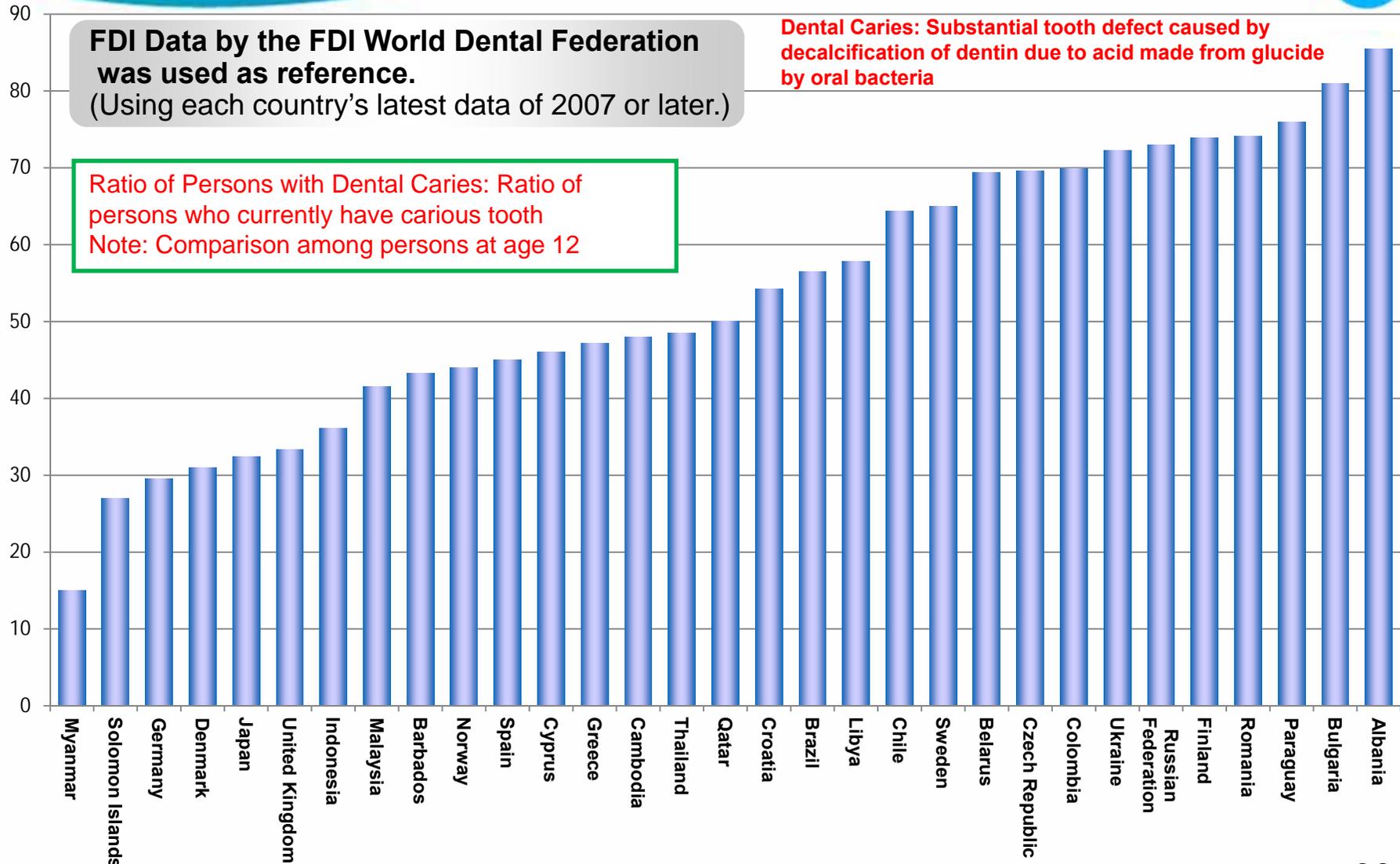
Unit: %



FDI Data by the FDI World Dental Federation was used as reference. (Using each country's latest data of 2007 or later.)

Dental Caries: Substantial tooth defect caused by decalcification of dentin due to acid made from glucide by oral bacteria

Ratio of Persons with Dental Caries: Ratio of persons who currently have carious tooth
Note: Comparison among persons at age 12



International Comparison in the Ratio of Persons with Edentulous Jaw (at age 65 and older)

Reference <Dentistry Data>

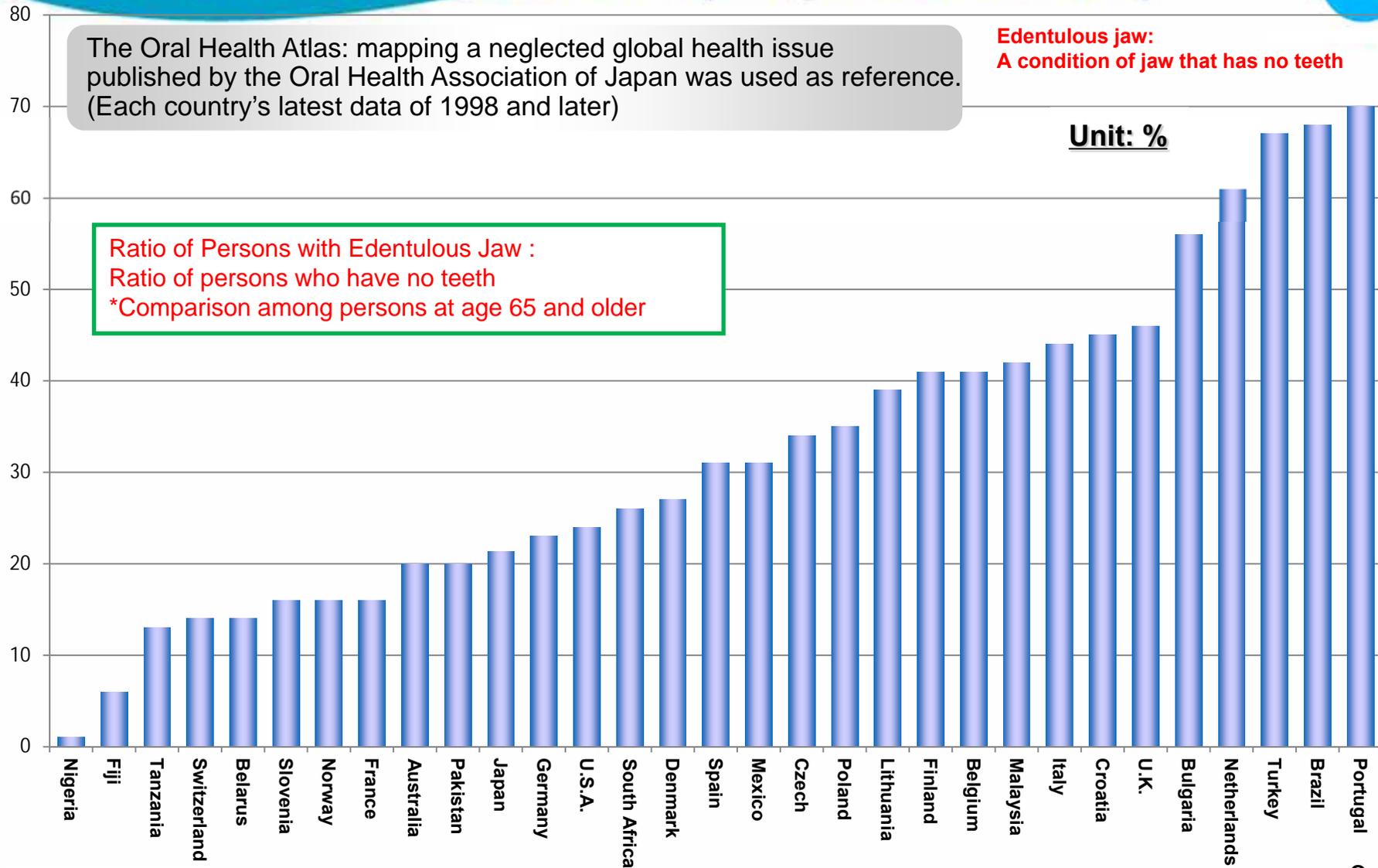


The Oral Health Atlas: mapping a neglected global health issue published by the Oral Health Association of Japan was used as reference. (Each country's latest data of 1998 and later)

Edentulous jaw:
A condition of jaw that has no teeth

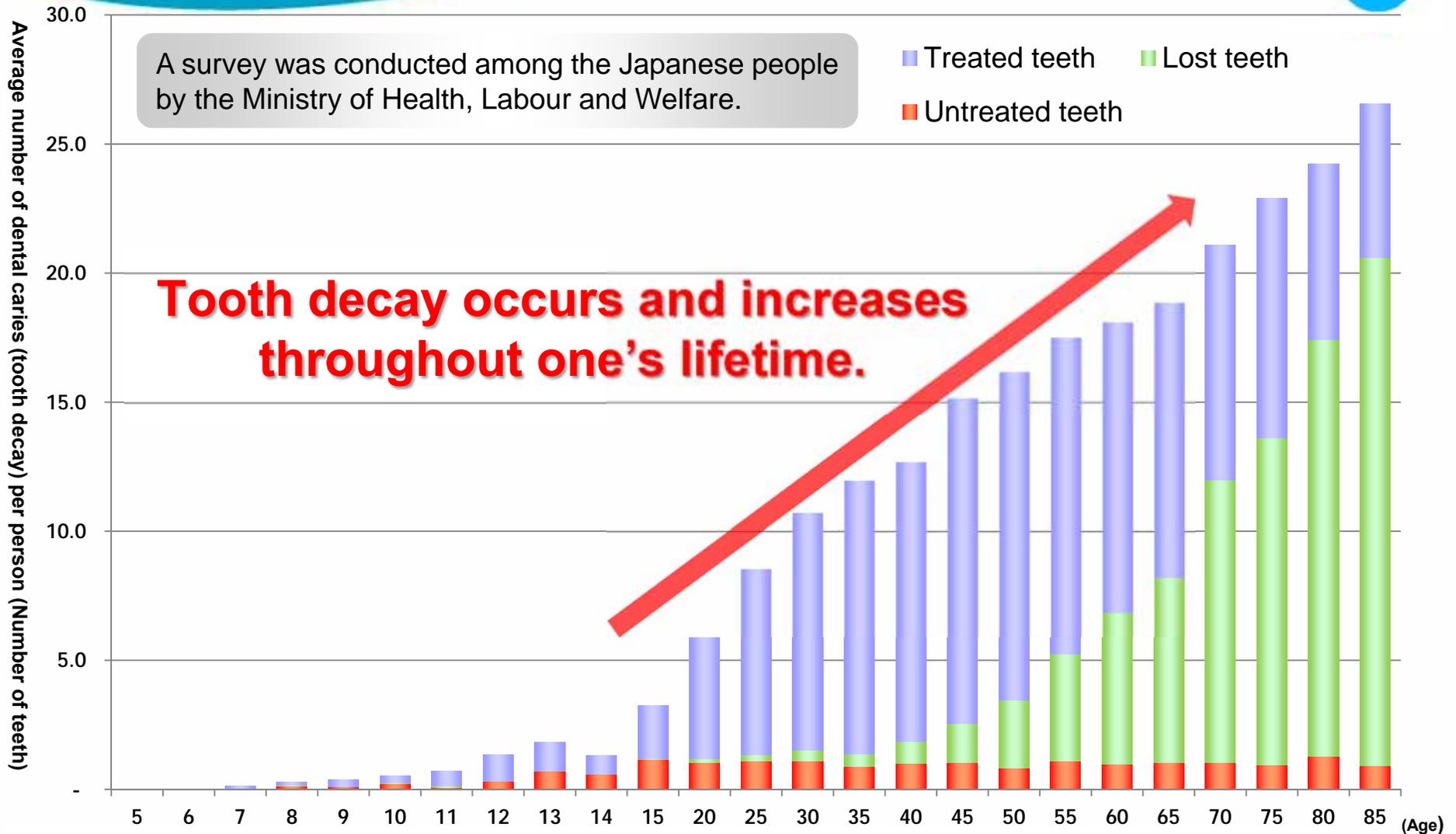
Unit: %

Ratio of Persons with Edentulous Jaw :
Ratio of persons who have no teeth
*Comparison among persons at age 65 and older



Factual Survey of Dental Diseases

Reference <Dentistry Data>

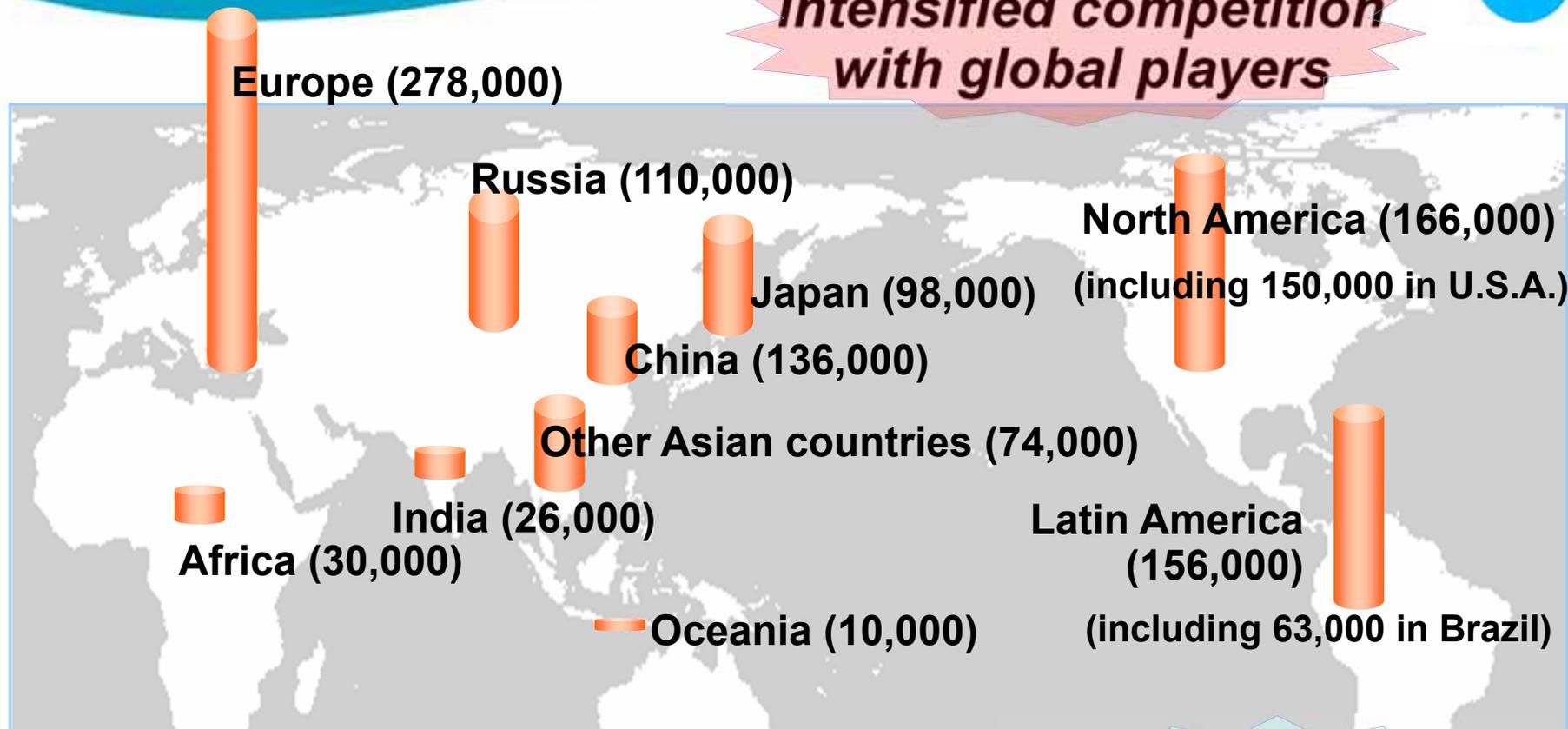


* 1. The official web site of the Hokkaido kodomo-no ha-o mamoru kai (Save the Children's Tooth Hokkaido) was used as reference
 * 2. Source: Results of the Survey of Dental Diseases in 2011 released by the Ministry of Health, Labour and Welfare

Number of Dentists in the World



Intensified competition with global players



Source:

Number of dentists –

“Guide to Dental Health Care in the World: How to Provide and Receive Dental Care in Other Countries” (Japan Dental Association)

Estimated market size –

“Dental Equipment Industry Vision in Fiscal 2012” (Council for Compiling Dental Equipment Industry Vision)

**Number of dentists in the world:
Approx. 1.13 million
Estimated market size:
Approx. 2.5 trillion yen**

Glossary (1)

☞ Reference <Dentistry Data>



Term	Meaning
Impression	An imprint of teeth and other intraoral areas, created with impression material. Based on the impression mould, plaster model can be produced, onto which prosthesis is fabricated. → Dental prosthetic (page 68)
Implant (treatment)	A treatment method to replace missing tooth. An artificial root is implanted into the bone, upon which a variety of dental prostheses can be placed. In addition to conventional prosthetic treatment, implant is a new option to restore mastication and esthetics.
Caries	Tooth decay.
Occlusion	The position of the teeth when the jaws are closed.
Composite resin	Synthetic resin to fill cavity and lesion, available in a variety of shades to make the restored area harmonious with surrounding teeth of each patient. It is often used to treat decay. → Resin (page 68)
Filling	To fill resin or cement after removing a decay to restore the affected area.
Aesthetic dentistry	A variety of treatment to enhance patient's esthetic appearance, including orthodontics and whitening.
Scaler	An instrument used to remove plaque and tartar accumulated on the tooth surface.
Dental floss	A thread used to remove plaque from the spaces between teeth.
Handpiece SHOFU INC.	A handheld device to which small instruments for removing tooth decay, plaque, and tartar are attached. → Plaque (page 68)

Glossary (2)



Term	Meaning
Nail care	Care for fingernails and the surrounding area, including attachment of artificial nails. Nail care is widely considered an important part of personal grooming in many parts of the world, and it is also growingly popular among young women in Japan, which leads to a rapid growth of the market.
PMTC	PMTC stands for P rofessional M echanical T ooth C leaning. In PMTC, a dentist or hygienist uses machines and instruments to remove plaque, tartar (calcified plaque), and other dental deposits (caused by smoking, etc).
Fluoride	A substance that accelerates re-calcification of the tooth surface and strengthens tooth structure (especially for enamel).
Plaque	Calculus deposits. Bacteria living in plaque create acids and toxins, which cause decay and periodontal disease. Thus, removing plaque helps prevent dental disease and enhance oral health.
Dental prosthetic	An artificial replacement of defective area. It includes fillings and crowns that restore patient's oral function and esthetic appearance.
Bonding (material)	A material to bond composites to natural tooth (enamel and dentin). → Composite resin (page 67)
Resin	Synthetic high polymer. Resins are popularly used for dental restoratives.