



Fiscal Year Ended March 2016 (144th Business Year)

Financial Analyst Meeting

May 25, 2016



Contents of Today's Presentation

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- ➔ **Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017**
- ➔ **Future Business Environment and Medium- and Long-term Business Strategies**

Noriyuki Negoro, President and CEO

A faint, black outline of a world map is visible in the background, centered behind the text boxes.

**Summary of Consolidated Business Performance
for Fiscal Year Ended March 31, 2016**

**Forecast of Consolidated Business Performance
for Fiscal Year Ending March 31, 2017**

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

Summary of Business Performance (Comparison with Previous Period)

Summary of Consolidated Business Performance for
Fiscal Year Ended March 31, 2016



■ Positive factors ■ Negative factors

P/L

⇒ Net Sales totaled 22,975 million yen (an increase of 16.7%)

Domestic net sales totaled 13,463 million yen (a decrease of 0.4%)

■ Domestic sales in the dental business **increased by 0.4%** due to the contribution made by abrasives and chemical products and equipment in sales, even if sales of new CAD/CAM related products (equipment) did not see much progress.

■ Domestic sales in the nail care business **decreased by 7.2%** due to the stagnant consumer environment as well as the impact of the voluntary recall of gel nail products.

Overseas net sales totaled 9,512 million yen (an increase of 54.3%)

■ Overseas sales in the dental business **increased by 53.7%** due to its strong growth in each region along with the effects of acquiring Merz Dental GMBH.

■ Overseas sales in the nail care business **increased by 63.1%** due to the strong market performance mainly in North America and Asia.

⇒ Operating income totaled 1,568 million yen

■ Aggressive anticipatory investment have caused selling, general and administrative expenses to increase by 1,678 million yen, but it also led to a **35.3% increase** in operating income.

⇒ Ordinary income totaled 1,393 million yen, and current income totaled 789 million yen

■ The exchange-rate losses of 125 million yen resulted in ordinary income to **increase by 25.0%**.

■ Net income **increased by 35.8%** due to fees incurred in voluntary recall of products in the nail care-related business, which were then recorded as extraordinary losses.

Summary of Business Performance for the Current Fiscal Year

Summary of Consolidated Business Performance for
Fiscal Year Ended March 31, 2016



Net sales and net income increased compared to the previous period /
Net sales and net income decreased compared to the forecast.

Units: millions
of yen, %

	Fiscal March 2015 (Results) (% of sales)	Fiscal March 2016 (Forecast) (% of sales)	Fiscal March 2016 (Results) (% of sales)	Change from Previous Period (% change)	Change from Forecast (% change)
Net sales	19,688 (100.0)	23,526 (100.0)	22,975 (100.0)	3,287 (16.7)	-550 (-2.3)
(Domestic sales)	13,521 (68.7)	13,768 (58.5)	13,463 (58.6)	-58 (-0.4)	-305 (-2.2)
(Overseas sales)	6,166 (31.3)	9,757 (41.5)	9,512 (41.4)	3,346 (54.3)	-245 (-2.5)
Operating income	1,159 (5.9)	1,507 (6.4)	1,568 (6.8)	409 (35.3)	61 (4.1)
Ordinary income	1,114 (5.7)	1,392 (5.9)	1,393 (6.1)	278 (25.0)	0 (0.0)
Net income	581 (3.0)	912 (3.9)	789 (3.4)	208 (35.8)	-122 (-13.5)
Earnings per share	36.45yen	57.13yen	49.43yen	12.98yen	-7.70yen
Return on shareholders' equity	2.8%	4.2%	3.7%	0.9P	-0.6P
Foreign exchange rates					
US dollar	110.03	121.50	120.17	10.14	-1.33
Euro	138.68	134.60	132.35	-6.33	-2.25
Pound sterling	176.81	186.62	180.66	3.85	-5.96
Renminbi	17.26	19.36	19.21	1.95	-0.15

* Fiscal March 2016 forecasts are figures revised upward from the initial forecasts announced on October 30, 2015.

* Diluted earnings per shares for fiscal March 2016 results is 49.15 yen.

Sales by Product Category (Comparison with Previous Period)

Summary of Consolidated Business Performance for
Fiscal Year Ended March 31, 2016



Unit: millions of yen

Figures in parentheses represent percentage changes; unit: %

	Fiscal March 2015 (Results)	Fiscal March 2016 (Results)	Change from previous period		
				Domestic	Overseas
Artificial teeth products	2,664	4,042	1,378 (51.7)	-9	1,388
Abrasives products	3,880	4,176	295 (7.6)	41	253
Metal products	292	314	22 (7.6)	15	6
Chemical products	3,700	4,365	665 (18.0)	96	568
Cement products ,other	1,855	2,029	173 (9.3)	5	167
Machinery ,equipment & other products	5,456	6,070	614 (11.3)	-105	720
Dental business total	17,850	20,999	3,149 (17.6)	44	3,104
Nail care business	1,750	1,893	143 (8.2)	-97	241
Other	87	82	-5 (-5.7)	-5	-
Total	19,688	22,975	3,287 (16.7)	-58	3,346

* Overseas sales increased by 323 million yen due to the effect of foreign currency fluctuations (US dollar, euro, pound sterling, renminbi).

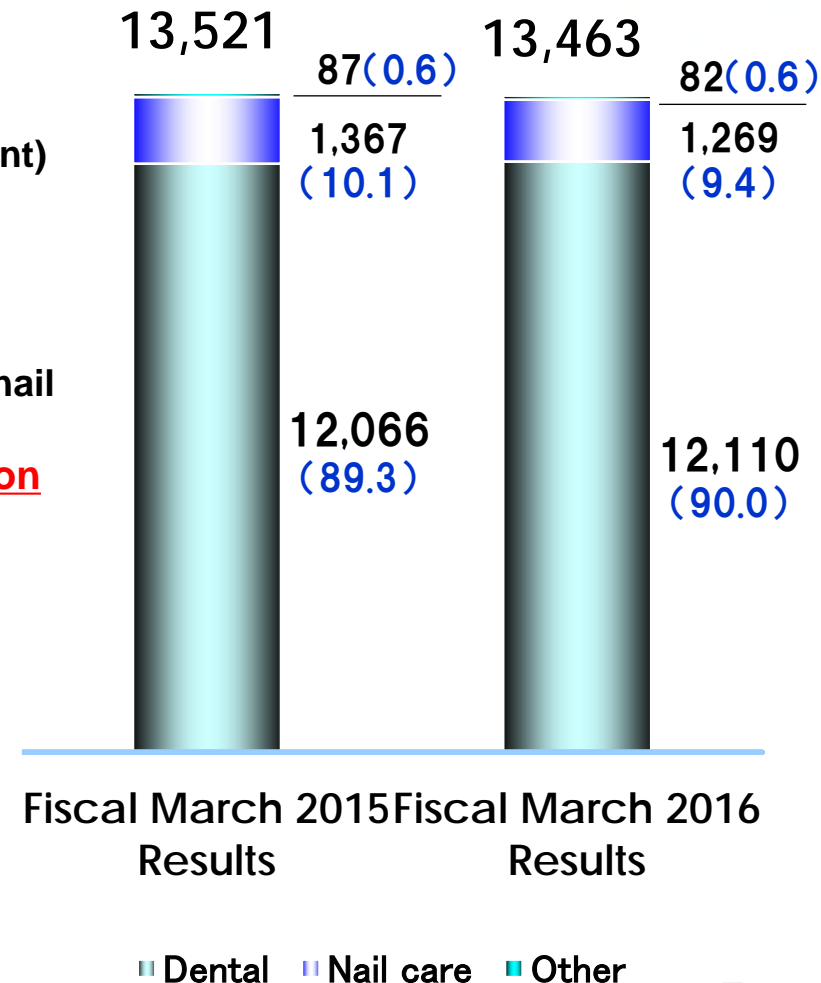
Domestic Net Sales



■ Positive factors ■ Negative factors

- **Dental business: Year-on-year increase of 44 million yen (0.4%)**
 - Abrasives and chemical products segments contributed to domestic sales.
 - Sales of new CAD/CAM-related products (equipment) peaked out.
- **Nail care business: Year-on-year decrease of 97 million yen (7.2%)**
 - In addition to a stagnant domestic consumption environment, impact from voluntary recalls of gel nail products led to decreased sales.
- **Other businesses: Year-on-year decrease of 5 million yen (5.7%)**
- **Principal new products launched this FY (dental business)**
 - Dental porcelain powder **VINTAGE LD**, (Artificial teeth)
 - CAD/CAM hybrid resin **SHOFU Disk HC**, (Equipment and others)
 - Composite resin for dental filling **BEAUTIFIL Next**, (Chemical products)
 - Milling machine for CAD/CAM **DWX-51D**, (Equipment and others)

Unit: Millions of yen; figures in parentheses represent the percentage of the total



Overseas Net Sales



Positive factors Negative factors

North America and Latin America: Year-on-year increase of 492 million yen (25.2%)

In addition to sales growth in artificial teeth and equipment and others segments, chemical products also contributed to sales. Revenue also increased with the favorable effect of fluctuations of foreign currency rates.

Local currency basis: Year-on-year increase of 290 million yen (14.9%)

Europe: Year-on-year increase of 2,281 million yen (126.1%)

In addition to the effects of acquiring Merz Dental GMBH, revenue increased due to the strong progress in abrasives, chemical products, and equipment and others segments.

Local currency basis: Year-on-year increase of 2,349 million yen (129.8 %)

Asia and Oceania: Year-on-year increase of 572 million yen (23.8%)

The flagship artificial teeth and cements and others segment were strong in China.

In other Asian markets, artificial teeth segment slowed down, and dental business saw a mild growth. But sales in nail care business grew drastically.

Local currency basis: Year-on-year increase of 383 million yen (16.0%)

China: Year-on-year increase of 318 million yen (29.5%)

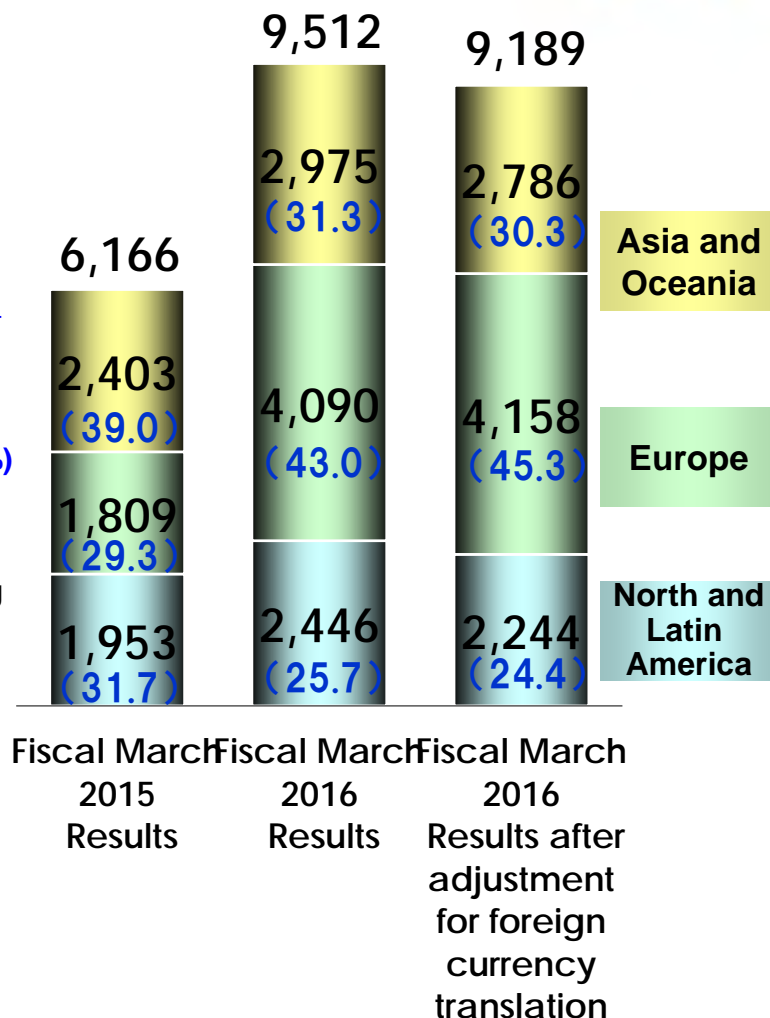
Asia (Other): Year-on-year increase of 253 million yen (19.2%)

(Dental business) Overseas sales ratio of 42.3%

(32.4% in the same quarter of the previous fiscal year)

(41.4% after adjustment for foreign currency translation)

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



* The Fiscal March 2016 results after adjustment for foreign currency translation have been calculated based on the same foreign exchange rates used for fiscal March 2015 results.

Performance by Segment (Net Sales and Operating Income)

Summary of Consolidated Business Performance for
Fiscal Year Ended March 31, 2016



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

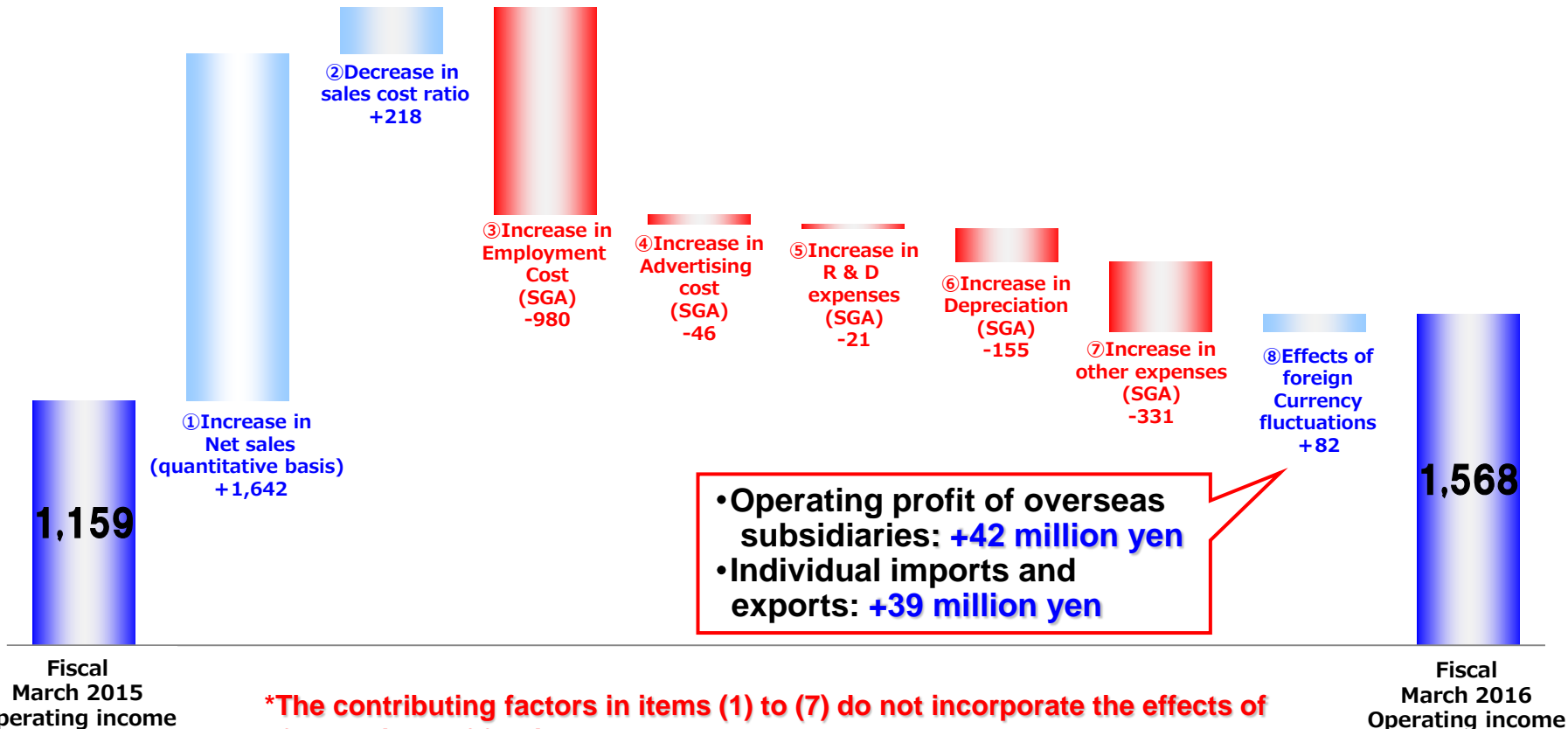
		Fiscal March 2015 (Results)	Fiscal March 2016 (Results)	Change from Previous Period
		Amount (% of sales)	Amount (% of sales)	
Dental	Net sales	17,850	20,999	3,149
	Operating expenses	16,697	19,484	2,787
	Operating income (operating income margin)	1,153 (6.5)	1,515 (7.2)	361
Nail care	Net sales	1,750	1,894	143
	Operating expenses	1,775	1,871	96
	Operating income (operating income margin)	-24 (-1.4)	22 (1.2)	47
Other	Net sales	93	88	-5
	Operating expenses	70	65	-5
	Operating income (operating income margin)	22 (24.3)	22 (25.6)	0
Total before consolidation adjustment	Net sales	19,694	22,981	3,287
	Operating expenses	18,543	21,421	2,878
	Operating income (operating income margin)	1,150 (5.8)	1,559 (6.8)	409
Consolidated	Net sales	19,688	22,975	3,287
	Operating expenses	18,528	21,407	2,878
	Operating income (operating income margin)	1,159 (5.9)	1,568 (6.8)	409

Contributors to Change in Operating Income

Summary of Consolidated Business Performance for Fiscal Year Ended March 31, 2016



Unit: millions of yen



Financial Condition: Major Balance Sheet Accounts

Summary of Consolidated Business Performance for
Fiscal Year Ended March 31, 2016



Unit: millions of yen

	Fiscal March 2015	Fiscal March 2016	Change	Major contributors to changes, special notes
Cash and cash in banks	4,724	4,413	-310	Decrease in time deposits (over three months)
Notes and accounts receivable	2,673	3,185	512	Increase in accounts receivable-trade
Inventories	4,940	5,620	680	Increase in merchandises
Marketable securities and Investment in securities	5,314	4,588	-725	Decrease in valuation of investment securities
Others	11,790	10,496	-1,293	Decrease in assets for cash advances, long-term deposits, retirement benefits
Total Assets	29,442	28,305	-1,137	
Short-term loans payable and Long-term debt	3,119	2,115	-1,003	Decrease in short-term loans payable, increase in long-term loans payable
Net defined benefit liability and Retirements allowance for auditors	112	181	68	
Others	4,428	4,508	79	
Total Liabilities	7,660	6,804	-855	
Total net assets	21,781	21,500	-281	Decrease in valuation difference on available-for-sale securities, foreign currency translation
Total Liabilities and net assets	29,442	28,305	-1,137	
Shareholders' equity ratio	73.7%	75.7%	1.9P	
Shareholders' equity per share	1,360yen	1,340yen	-20yen	

Capital Investments, Depreciation Expenses, R&D Expenses, etc.

Summary of Consolidated Business Performance for Fiscal Year Ended March 31, 2016



Unit: millions of yen

	Fiscal March 2015 (Results)	Fiscal March 2016 (Forecast)	Fiscal March 2016 (Results)	Change from Previous Period	Change from Forecast
Capital investments	1,650	865	713	-937.0	-152.0
Depreciation expenses	783	1,092	1,063	280.0	-29.0
(of which amortization of goodwill)	0	147	110	110.0	-37.0
R&D expenses	1,410	1,616	1,431	21.0	-185.0
Foreign exchange rates					
US dollar	110.03	121.50	120.17	10.14	-1.33
Euro	138.68	134.60	132.35	-6.33	-2.25
Pound sterling	176.81	186.62	180.66	3.85	-5.96
Renminbi	17.26	19.36	19.21	1.95	-0.15

* The foreign exchange rates given are those in effect at the average of each term; conversions of items in the financial statements of overseas subsidiaries all use average rates.

The background features a stylized world map with black outlines of continents. Overlaid on the map are several line graphs with jagged lines, representing data trends. Three text boxes are positioned over the map: a grey box at the top, a blue box in the middle, and a grey box at the bottom.

**Summary of Consolidated Business Performance
for Fiscal Year Ended March 31, 2016**

**Forecast of Consolidated Business Performance
for Fiscal Year Ending March 31, 2017**

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

Overview of the Next Fiscal Year

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



■ Positive factors ■ Negative factors

P/L

⇒ Net sales will total 24,649 million yen (an increase of 7.3%)

■ Domestic net sales will total 14,243 million yen (an increase of 5.8%)

- In the dental business, we expect sales to **increase by 3.9% (+472 million yen)** after promoting sales activities that focuses on the Company's main product areas as well as areas with expected demand growth, and will make efforts to build a strong sales base.

<New product sales: 2,458 million yen, or 14.9% of non-consolidated net sales>

- In the nail care business, we expect sales to **increase by 23.4% (+296 million yen)** as we strive to strive for further growth in the nail care business by finding and creating new customers.

■ Overseas net sales will total 10,405 million yen (an increase of 9.4%)

- In the dental business, sales are expected to **increase by 10.1% (+893 million yen)** through our efforts to prepare a sales network and sales offices, speed up approvals to sell the Company's products in each country, enhance our product lineup and expand sales areas..
- In the nail care business, sales are expected **to decrease by 0.5% (-2 million yen)** while we strengthen sales activity in the Asian markets, where potential growth is expected, and a revenue decrease of.

⇒ Operating income will total 1,669 million yen (an increase of 6.4%).

Ordinary income will total 1,520 million yen (an increase of 9.1%).

Net income will total 1,084 million yen (an increase of 37.3%).

- Although selling, general, and administrative expenses will increase 1,127 million yen due to costs for aggressive sales activities, effects of higher sales and favorable fluctuations in foreign currency exchange rates are expected to cause operating income **to rise by 6.4%**.

- Ordinary income is expected to **increase 9.1%**.

* "Net income" figures are figures for "Net income attributable to owners of parent" after the application of the Accounting Standard for Business Combinations, etc.

Comparison of Major Statistics

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



Units:
millions of
yen, %

⇒ Net sales and Net income increased compared to fiscal March 2016

	Fiscal March 2016 Business Performance (% of sales)	Fiscal March 2017 Forecast (% of sales)	Change From Previous Period (% change)
Net sales	22,975 (100.0)	24,649 (100.0)	1,673 (7.3)
(Domestic sales)	13,463 (58.6)	14,243 (57.8)	780 (5.8)
(Overseas sales)	9,512 (41.4)	10,405 (42.2)	893 (9.4)
Operating income	1,568 (6.8)	1,669 (6.8)	100 (6.4)
Ordinary income	1,393 (6.1)	1,520 (6.2)	127 (9.1)
Net income	789 (3.4)	1,084 (4.4)	294 (37.3)
Earnings per share	49.43yen	67.86yen	18.43yen
Return on shareholders' equity	3.7%	4.8%	1.1P
Foreign exchange rates			
US dollar	120.17	120.00	-0.17
Euro	132.35	127.00	-5.35
Pound sterling	180.66	185.00	4.34
Renminbi	19.21	19.00	-0.21

* "Net income" figures for Fiscal March 2016 forecasts are figures for "Net income attributable to owners of parent" after the application of the Accounting Standard for Business Combinations, etc.

Sales by Product Category

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



Unit: millions of yen

Figures in parentheses represent percentage changes; unit: %

	Fiscal March 2016 (Results)	Fiscal March 2017 (Forecast)	Change from previous period		
				Domestic	Overseas
Artificial teeth products	4,042	4,425	382 (9.5)	92	290
Abrasives products	4,176	4,143	-32 (-0.8)	-24	-8
Metal products	314	279	-35 (-11.4)	-35	0
Chemical products	4,365	4,786	420 (9.6)	130	289
Cement products ,other	2,029	2,291	262 (12.9)	82	180
Machinery ,equipment & other products	6,070	6,443	372 (6.1)	228	144
Dental business total	20,999	22,368	1,369 (6.5)	472	896
Nail care business	1,893	2,187	293 (15.5)	296	-2
Other	82	93	10 (13.2)	10	0
Total	22,975	24,649	1,673 (7.3)	780	893

* Overseas sales decreased by 170 million yen due to the effect of foreign currency fluctuations (US dollar, euro, pound sterling, renminbi).

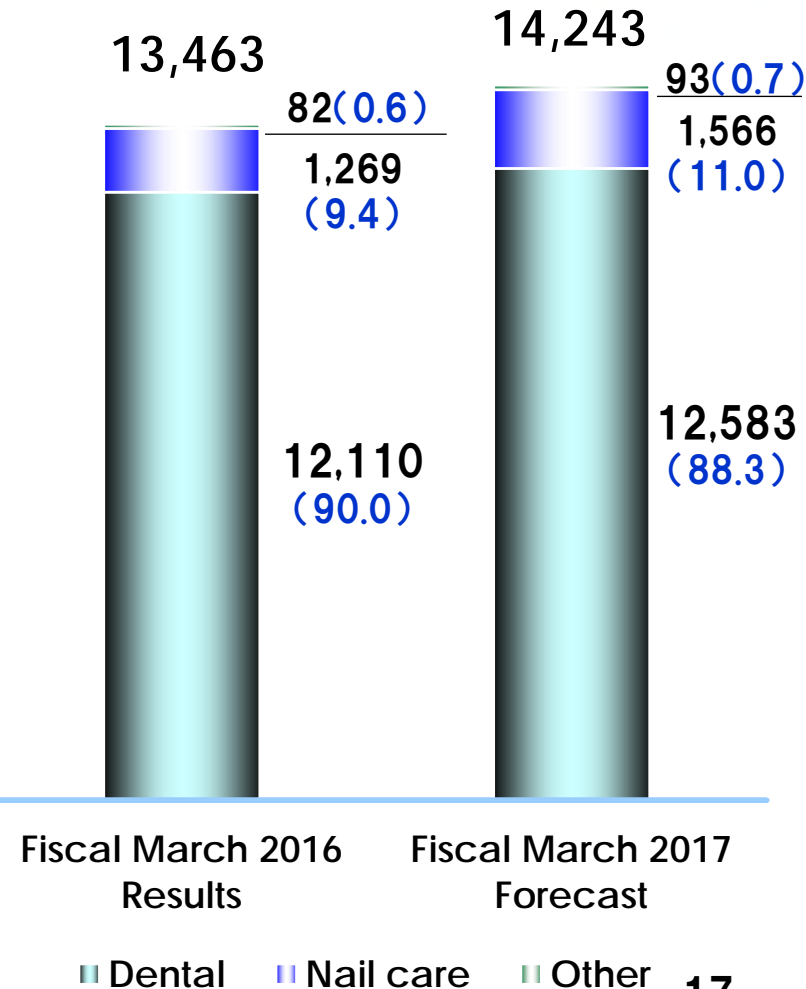
Domestic Net Sales

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



Unit: Millions of yen; figures in parentheses represent the percentage of the total

- ◇ **Dental business:**
Year-on-year increase of 472 million yen (3.9%)
 - we expect sales to increase by 3.9% after promoting sales activities that focuses on the Company's main product areas as well as areas with expected demand growth, and will make efforts to build a strong sales base.
- ◇ **Nail care business:**
Year-on-year increase of 296 million yen (23.4%)
 - we expect sales to increase by 23.4 as we strive to strive for further growth in the nail care business by finding and creating new customers.
- ◇ **Other businesses:**
Year-on-year increase of 10 million yen (13.2%)
- ◇ **Major products that will be introduced during the current term(fiscal March 2017)**
 - **Hard resin for crowns**
"CERAMAGE Up" (Chemical products)
 - **Dental adhesive resin cement**
"Block HC SEM" (Cements and others)
 - **Hybrid resin for CAD/CAM** (Equipment and others)
 - **New LITE-FIL product** (Chemical products)



Overseas Net Sales

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



Summary

Negative effects from exchange-rate fluctuations (-170 million yen) are expected, but all areas are progressing strongly, so we expect overall overseas sales growth by 9.4%.

Growth rates by region *Figures in parentheses indicate the growth rate on local currency basis.

North and Latin America	+10.3% (+10.4%)
Europe	+ 5.6% (+ 9.3%)
China	+18.8% (+20.1%)
Asia (Other)	+ 9.4% (+ 9.2%)

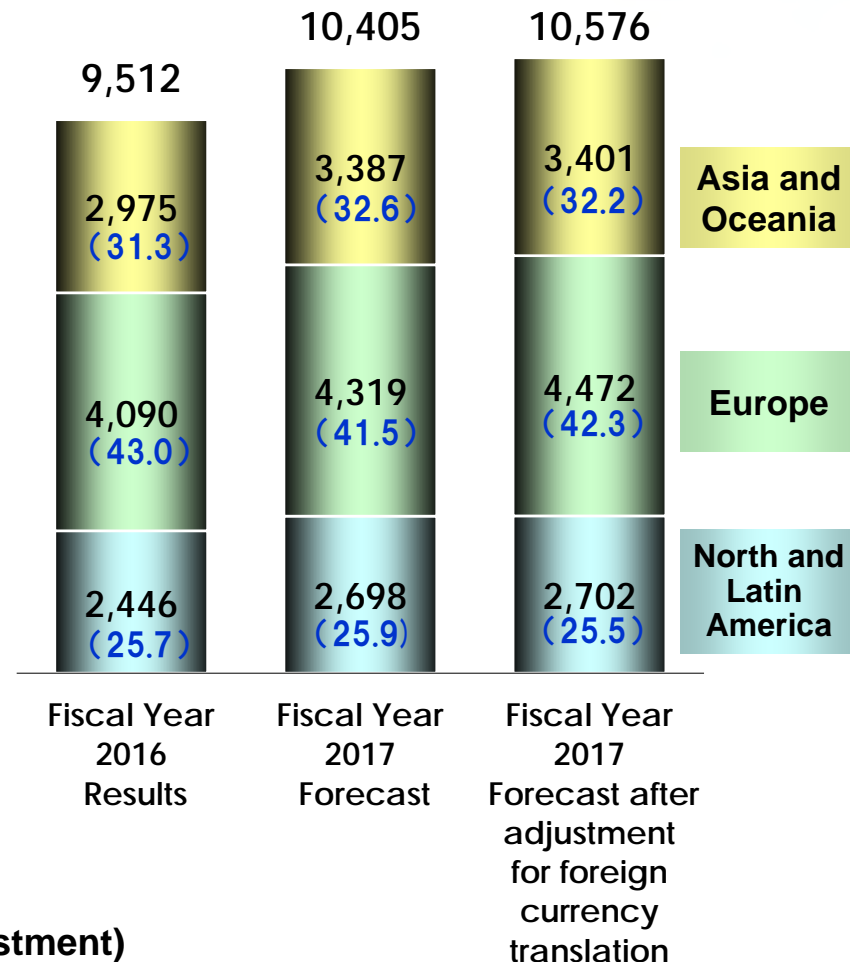
Foreign exchange rates

- USD1=JPY120.00
(JPY120.17 in the previous fiscal year)
(Effect: -5 million yen)
- EUR1=JPY127.00
(JPY132.35 in the previous fiscal year)
(Effect: -122 million yen)
- CNY1=JPY19.00
(JPY19.21 in the previous fiscal year)
(Effect: -19 million yen)

(Dental business) Overseas sales ratio

- 43.7% (42.3% in the previous fiscal year)
(40.1% after foreign currency translation adjustment)

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



* The fiscal March 2017 forecast after adjustment for foreign currency translation has been calculated based on the same foreign exchange rates used for the fiscal March 2016 results.

Performance by Segment (Net Sales and Operating Income)

Forecast of Consolidated Business Performance for
Fiscal Year Ending March 31, 2017



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

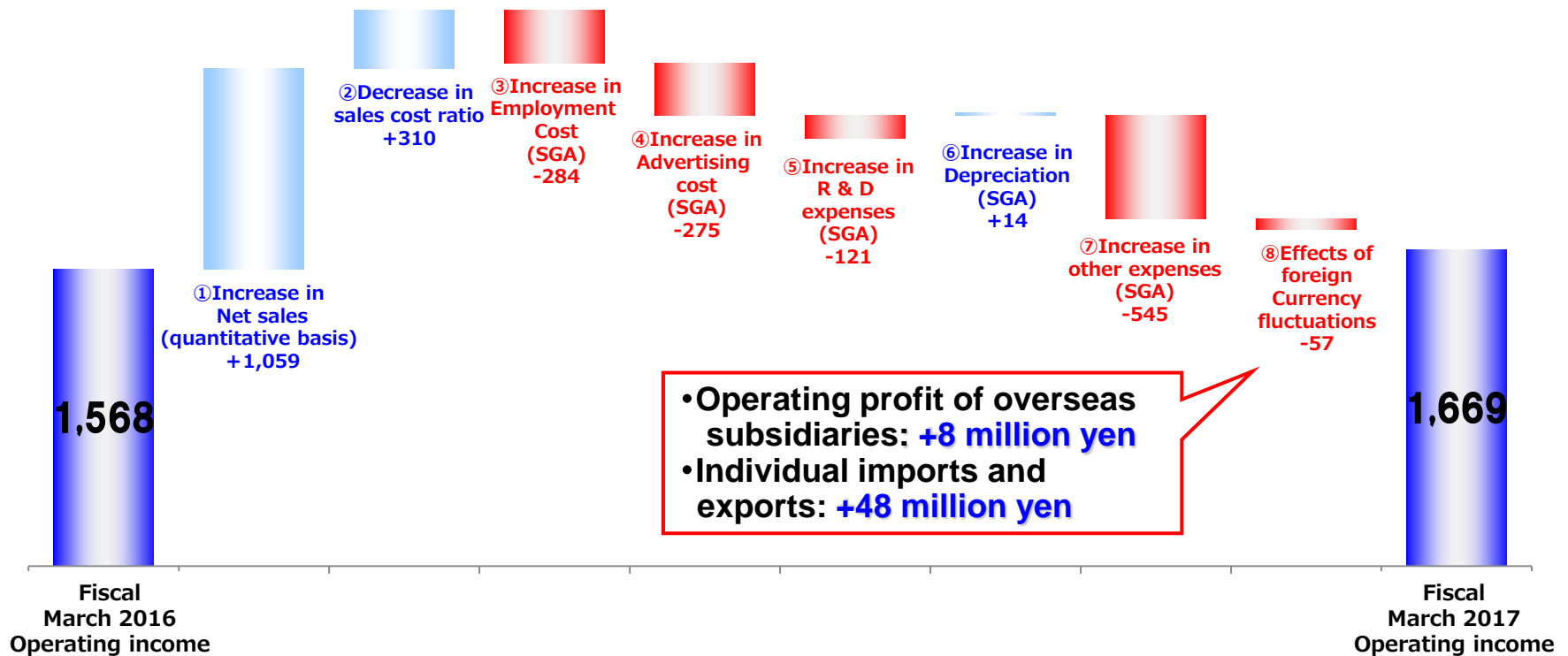
		Fiscal March 2016 (Results) Amount (% of Net sales)	Fiscal March 2017 (Forecast) Amount (% of Net sales)	Change from Previous Period
Dental	Net sales	20,999	22,368	1,369
	Operating expenses	19,484	20,833	1,348
	Operating income (operating income margin)	1,515 (7.2)	1,535 (6.9)	20
Nail care	Net sales	1,894	2,187	293
	Operating expenses	1,871	2,065	193
	Operating income (operating income margin)	22 (1.2)	121 (5.6)	99
Other	Net sales	88	93	5
	Operating expenses	65	81	16
	Operating income (operating income margin)	22 (25.6)	11 (12.7)	-10
Total before consolidation adjustment	Net sales	22,981	24,649	1,667
	Operating expenses	21,421	22,980	1,558
	Operating income (operating income margin)	1,559 (6.8)	1,669 (6.8)	109
Consolidated	Net sales	22,975	24,649	1,673
	Operating expenses	21,407	22,980	1,573
	Operating income (operating income margin)	1,568 (6.8)	1,669 (6.8)	100

Contributors to Change in Operating Income

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



Unit: millions of yen



* The figures in items (1) to (7) do not incorporate the effects of foreign currency fluctuations.

Capital Investments, Depreciation Expenses, R&D Expenses, etc.

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



Unit: millions of yen

	Fiscal March 2016 (Results)	Fiscal March 2017 (Forecast)	Change from Previous Period
Capital investments	713	1,164	450.00
Depreciation expenses	1,063	999	-64.00
(of which amortization of goodwill)	110	106	-4.00
R&D expenses	1,431	1,547	115.00
Foreign exchange rates			
US dollar	120.17	120.00	-0.17
Euro	132.35	127.00	-5.35
Pound sterling	180.66	185.00	4.34
Renminbi	19.21	19.00	-0.21

* The foreign exchange rates given are those in effect at the average of each term; conversions of items in the financial statements of overseas subsidiaries all use average rates.

Impact of Foreign Exchange Fluctuations

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



Forecast for Fiscal March 2017

(Unit: millions of yen)

	Foreign exchange rate		Impact on consolidated business performance		Per yen of yen strength	
	Fiscal March 2016 actual	Fiscal March 2017 estimate	Net sales	Operating income	Net sales	Operating income
US Dollar	120.17	120.00	-4	-6	-27	-10
Euro	132.35	127.00	-163	-41	-30	-7
GBP	180.66	185.00	10	0	-2	0
RMB	19.21	19.00	-17	-11	-84	-42

* The foreign exchange rates given are those in effect at the average of each term; conversions of items in the financial statements of overseas subsidiaries all use average rates.

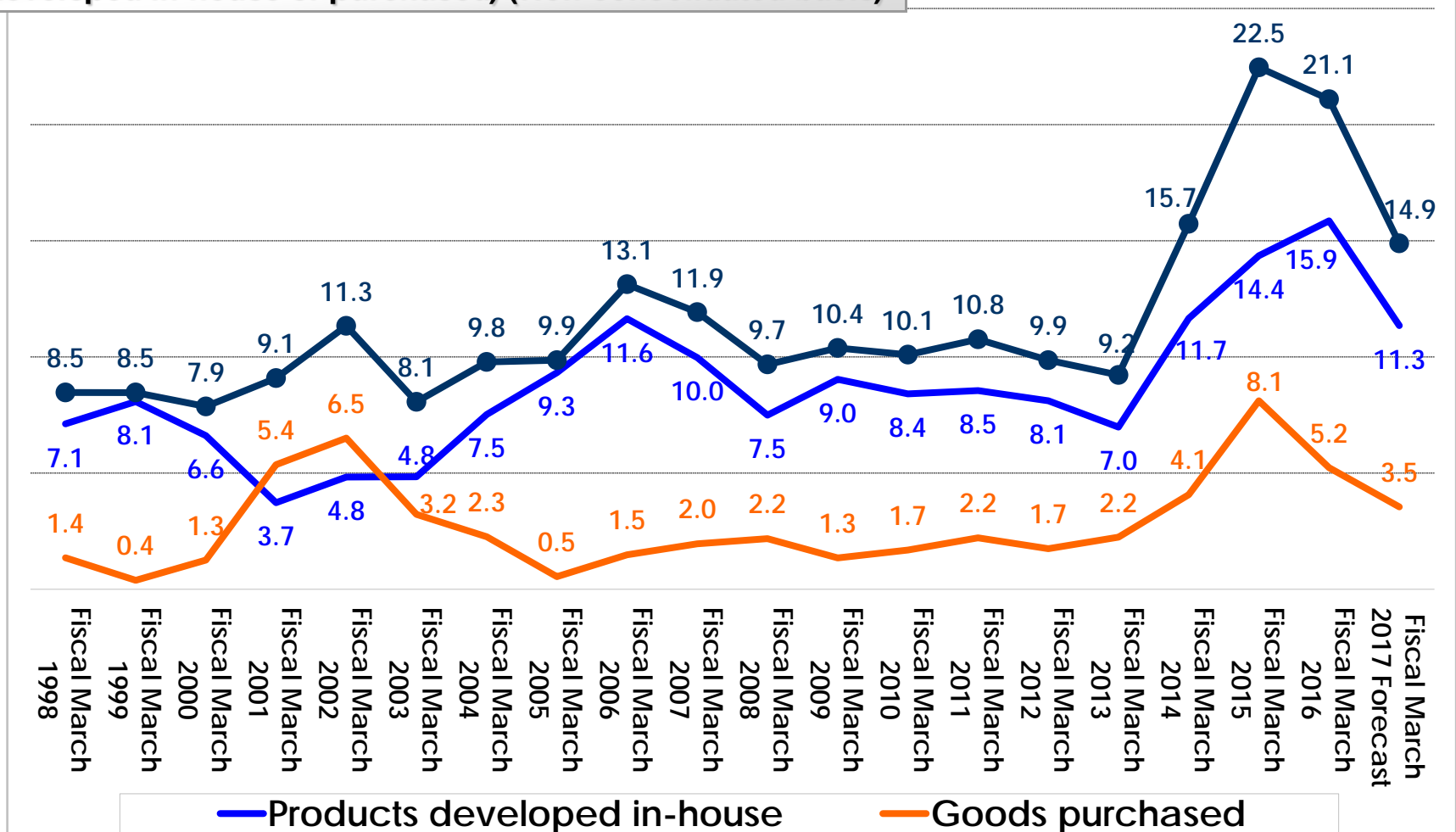
Trends for Sales Ratio of New Products

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



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

Unit: %



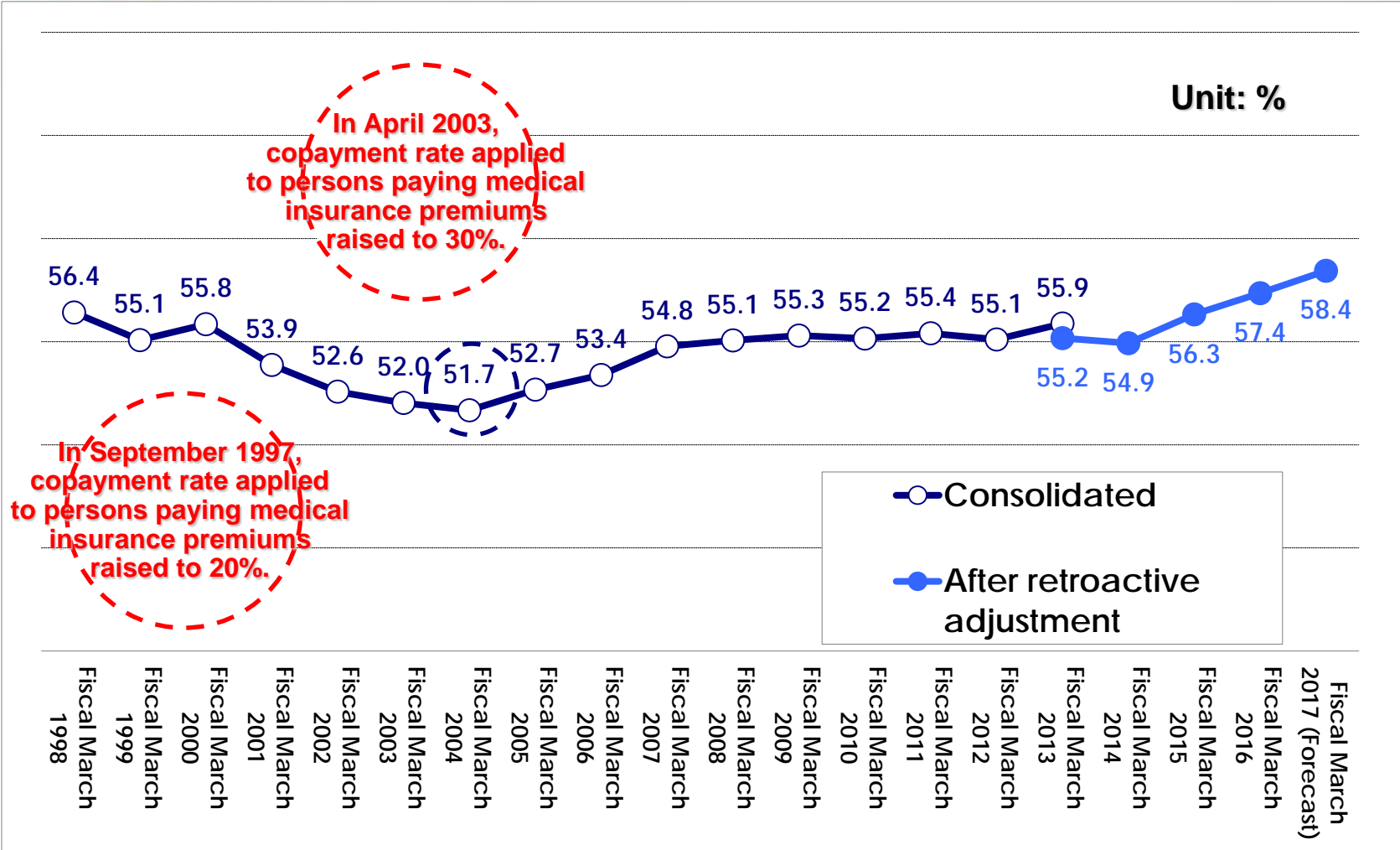
— Products developed in-house

— Goods purchased

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

Trends for Gross Profit Margin Rates

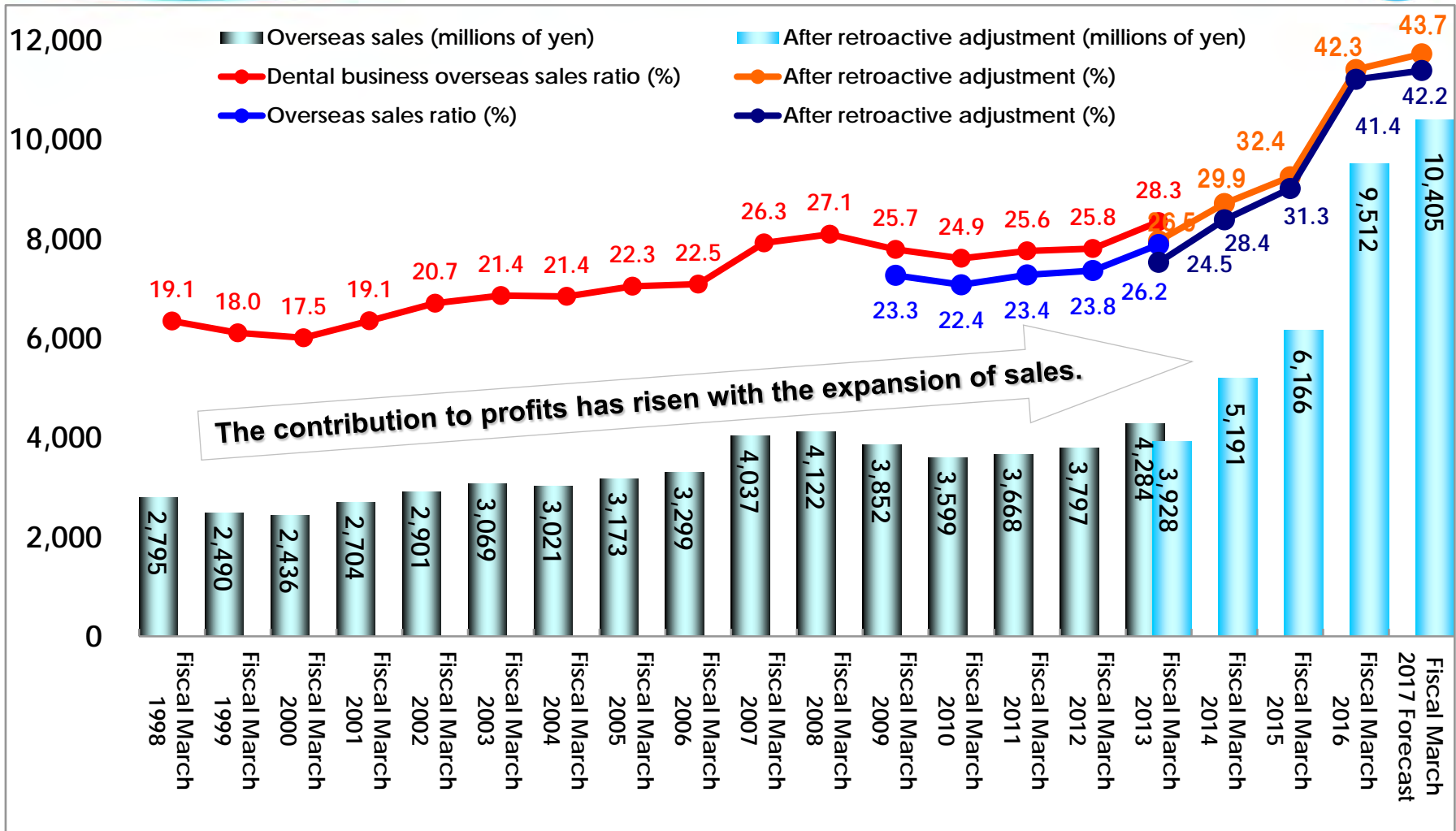
Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



* Starting with this fiscal year, currency amounts are being converted into Japanese yen using the average rate for the fiscal year in question. As part of this change, results for the previous fiscal year have been restated based on the average rate during the year. (Previously, the rate on the final day of the fiscal year was applied.)

Trends for Overseas Sales and Overseas Sales Ratios

Forecast of Consolidated Business Performance for Fiscal Year Ending March 31, 2017



The contribution to profits has risen with the expansion of sales.

* Starting with this fiscal year, currency amounts are being converted into Japanese yen using the average rate for the fiscal year in question. As part of this change, results for the previous fiscal year have been restated based on the average rate during the year. (Previously, the rate on the final day of the fiscal year was applied.)

A faint, stylized world map is visible in the background, showing the outlines of continents in a light gray color.

**Summary of Consolidated Business Performance
for Fiscal Year Ended March 31, 2016**

**Forecast of Consolidated Business Performance
for Fiscal Year Ending March 31, 2017**

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

Domestic dental market

- Rising demand in aesthetic and preventive fields
- Decrease in population and occurrence of cavities
- Maintenance of a certain market scale
- Significant growth is unlikely

Overseas dental market

- Existence of enormous market centered on developed nations
- Economic growth and rising living standards in regions worldwide, particularly developing nations
- Demand for dental care increasing dramatically

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 net sales: 50 billion yen**
<Domestic sales: 17 billion yen; overseas sales: 33 billion yen>
- **Group operating income: 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.

Fiscal 2015 to 2017 Medium-term Management Plan : Company-wide targets

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



Company-wide targets for fiscal March 2017

- **Group net sales: 28.5 billion yen**
<Domestic sales:14.1 billion yen; overseas sales:11.7 billion yen; Nail care business sales:2.5 billion yen>
<Overseas sales ratio in the dental business : 50%>
- **Group operating income: 2.98 billion yen**
(Operating profit margin: 10.5%)
- **ROE* 8.5%**

*ROE : Return on equity

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

Specific Efforts – Research and Development

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



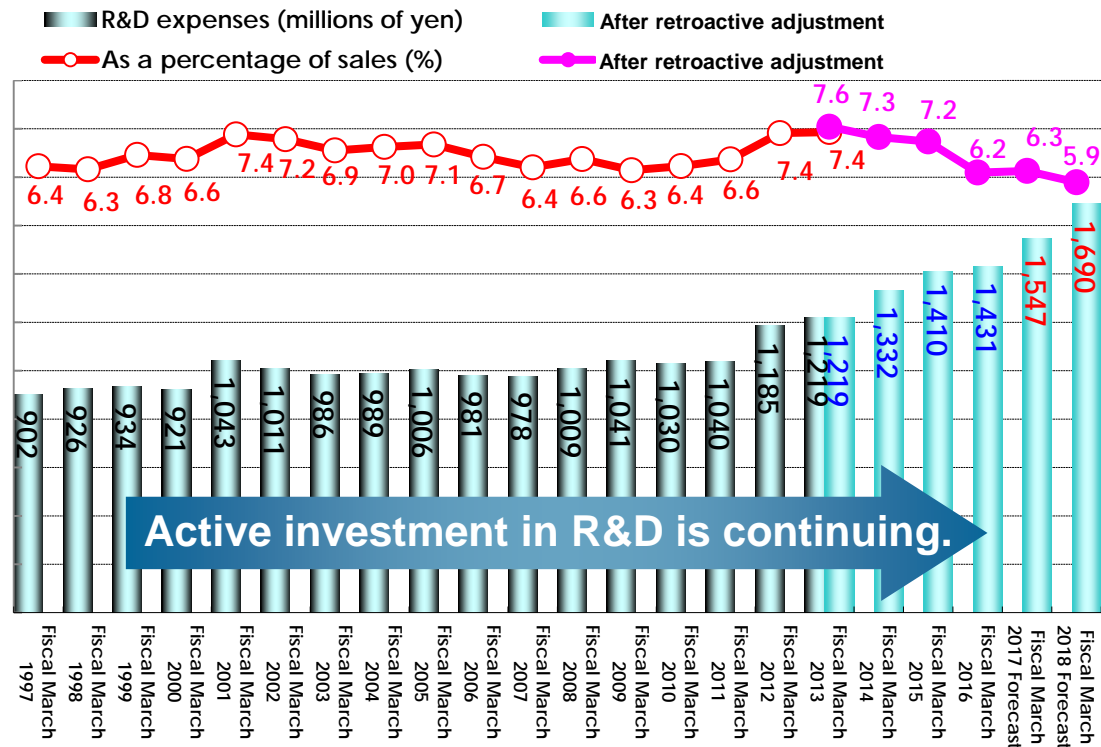
✧ Development and introduction of new products that match the local demands

➔ 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



Active investment in R&D is continuing.

* Starting with this fiscal year, currency amounts are being converted into Japanese yen using the average rate for the fiscal year in question. As part of this change, results for the previous fiscal year have been restated based on the average rate during the year. (Previously, the rate on the final day of the fiscal year was applied.)



✧ 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

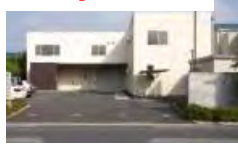
Domestic manufacturing Group companies



Shiga Shofu (Shiga)



Shofu products kyoto (Kyoto)



Nail Labo (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)



Merz Dental GmbH.(Germany)

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.

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)



Merz Dental GmbH (Germany)

Enhance and expand MDR* activities. *Medical dental representative

➤ 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



■ Presto

- ⇒ 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
- December: Established joint venture in Taiwan, began operations in January 2015

- ✧ Expanding sales channels in overseas markets – U.S., Europe, Taiwan, South Korea, China



■ by Nail Labo

Key Goal Indicator

Fiscal March 2016 results: Net sales of 1.89 billion yen
<Domestic 1.26 billion yen; Overseas 0.62 billion yen>
⇒ Fiscal March 2018 forecast: Net sales of 2.5 billion yen
<Domestic 1.79 billion yen; Overseas 0.71 billion yen>
<Ratio of sales of products developed in-house (consolidated) 64.7%>

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.



Specific Efforts

– Acquisition of Merz Dental GmbH

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



✧ Acquired leading German artificial teeth manufacturer

*Consolidated from April 1, 2015

Creating synergies in many areas, including R&D capabilities, production, and sales

➔ R&D

- Development of high-quality artificial teeth that can be expanded worldwide

➔ Production

- Expansion of production capabilities and volume in Europe
- Rapid response to customer needs across the European region

➔ Sales

- Utilize Merz Dental's sales channel to enhance academic activities
- Expand sales of Merz Dental products outside of Germany



Basic Information

(As of March 31, 2016)

Name	: Merz Dental GmbH.
Location	: Lütjenburg (Germany)
Net sales	: 15 million euro
Employees	: 171
Business	: Manufacture and sales of artificial teeth and dental equipment

Medium-term Management Plan – Principle Targets

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



★...Record Unit: Millions of yen, %

	Fiscal March 2015 (Results)	Mid-term Management Plan			Fiscal March 2016 (Results)	Fiscal March 2017 (Forecast)
		Fiscal March 2016	Fiscal March 2017	Fiscal March 2018		
Net sales	19,688	★ 23,526	★ 25,756	★ 28,471	★ 22,975	★ 24,649
(Change from Previous Period)	(7.8%)	(19.5%)	(9.5%)	(10.5%)	(16.7%)	(7.3%)
(Domestic sales)	13,521	★ 14,158	★ 15,061	★ 16,024	★ 13,463	★ 14,243
(Change from Previous Period)	(3.5%)	(4.7%)	(6.4%)	(6.4%)	(-0.4%)	(5.8%)
(Overseas sales)	6,166	9,367	★ 10,695	★ 12,446	★ 9,512	★ 10,405
(Change from Previous Period)	(18.8%)	(51.9%)	(14.2%)	(16.4%)	(54.3%)	(9.4%)
Operating income	1,159	1,418	1,999	2,978	1,568	1,669
(Percentage of sales)	(5.9%)	(6.0%)	(7.8%)	(10.5%)	(6.8%)	(6.8%)
Ordinary income	1,114	1,246	1,854	2,805	1,393	1,520
(Percentage of sales)	(5.7%)	(5.3%)	(7.2%)	(9.9%)	(6.1%)	(6.2%)
Net income	581	608	1,284	★ 1,984	789	1,084
(Percentage of sales)	(3.0%)	(2.6%)	(5.0%)	(7.0%)	(3.4%)	(4.4%)
Dental business Overseas sales ratio	32.4%	41.7%	43.4%	★ 45.4%	★ 42.3%	★ 43.7%

* “Net income” figures for Fiscal March 2016 onward are figures for “Net income attributable to owners of parent” after the application of the Accounting Standard for Business Combinations, etc.

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

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



Unit: Millions of yen, %

	Fiscal March 2015 (Results)		Mid-Term Management Plan						Fiscal March 2016 (Results)		Fiscal March 2017 (Forecast)	
			Fiscal March 2016		Fiscal March 2017		Fiscal March 2018					
	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%
Dental business	17,850	90.7	21,473	91.3	23,465	91.1	25,861	90.8	20,999	91.4	22,368	90.7
Nail care business	1,750	8.9	1,957	8.3	2,180	8.5	2,490	8.7	1,894	8.2	2,187	8.9
Other businesses	87	0.4	94	0.4	110	0.4	120	0.4	88	0.4	93	0.4
Net sales	19,688	100.0	23,526	100.0	25,756	100.0	28,471	100.0	22,981	100.0	24,649	100.0
Dental business	1,153	6.5	1,322	6.2	1,862	7.9	2,785	10.8	1,515	7.2	1,535	6.9
Nail care business	-24	-1.4	88	4.5	128	5.9	183	7.4	22	1.2	121	5.6
Other businesses	22	25.8	7	7.9	8	7.9	9	7.9	22	25.6	11	12.7
Operating income	1,150	5.8	1,418	6.0	1,999	7.8	2,978	10.5	1,559	6.8	1,669	6.8

* The foreign exchange rates given are those in effect at the average of each term; conversions of items in the financial statements of overseas subsidiaries all use average rates.

Medium-term Management Plan

Capital Investments, Depreciation Expenses, R&D Expenses

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



Unit: Millions of yen

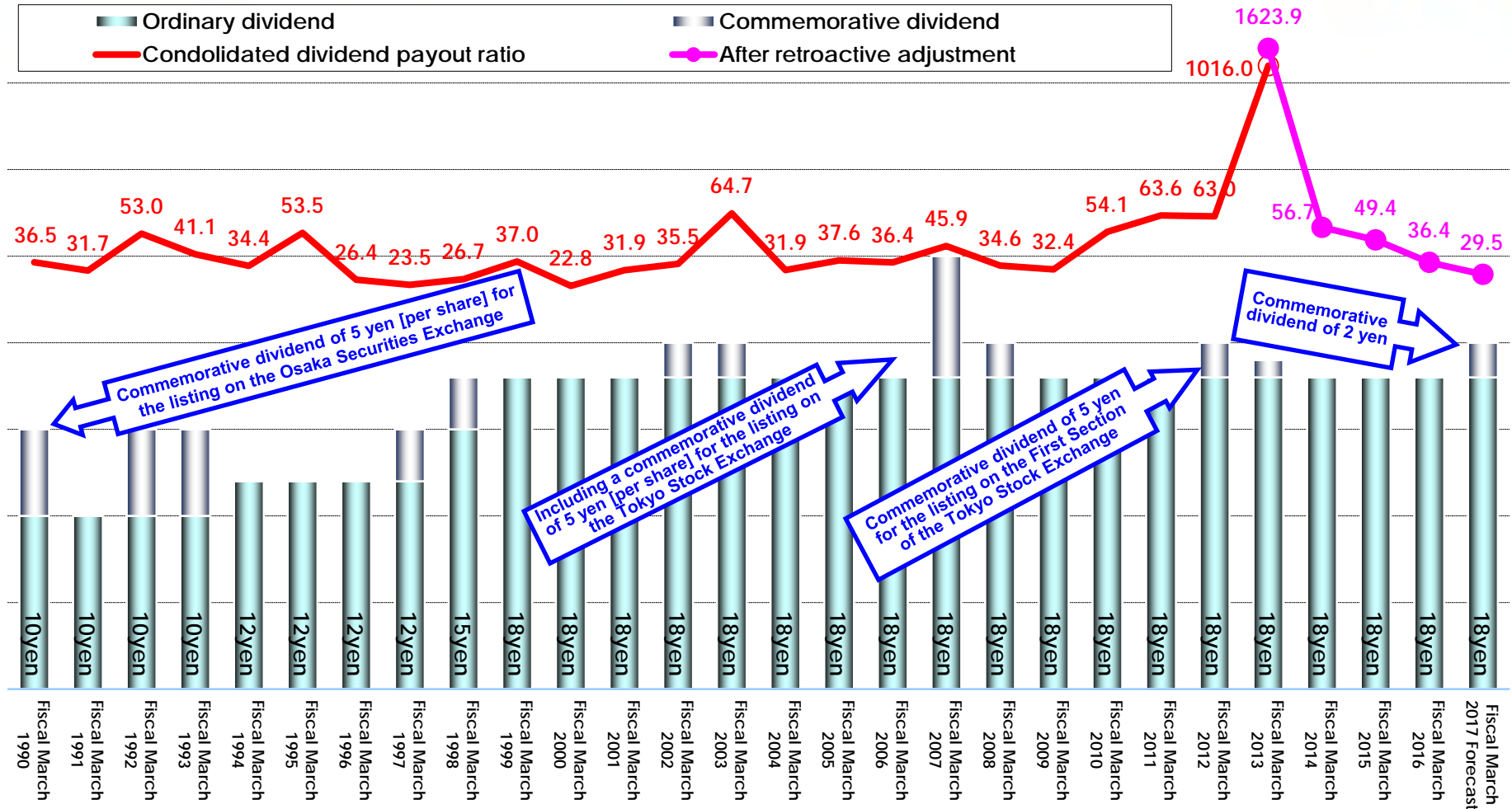
	Fiscal March 2015 (Results)	Mid-Term Management Plan			Fiscal March 2016 (Results)	Fiscal March 2017 (Forecast)
		Fiscal March 2016	Fiscal March 2017	Fiscal March 2018		
Capital investment	1,650	865	837	869	713	1,164
Depreciation expenses	783	1,092	1,093	1,097	1,063	999
(of which goodwill amortization)	0	147	147	147	130	106
R&D expenses	1,410	1,616	1,618	1,690	1,431	1,547

* The foreign exchange rates given are those in effect at the average of each term; conversions of items in the financial statements of overseas subsidiaries all use average rates.

Dividend Policy

- Target dividend payout ratio: More than 30%
- Average consolidated dividend payout ratio since listing: 40.6%
(Weighted average from Fiscal March 1990 to March 2016)

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



* Starting with this fiscal year, currency amounts are being converted into Japanese yen using the average rate for the fiscal year in question. As part of this change, results for the previous fiscal year have been restated based on the average rate during the year. (Previously, the rate on the final day of the fiscal year was 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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Fax: +81-75-561-1227

URL: <http://www.shofu.co.jp>

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)



(As of March 31, 2016)

■ 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
■ Number of employees	430 (entire group: 1080, including 490 in overseas subsidiaries)
■ Business	Manufacture and sale of dental materials and equipment
■ Main customers	Dental institutions (via sales agencies)
■ Number of group companies	15 (four in Japan, eleven overseas) Dental companies: 12 (three in Japan, nine overseas) Nail care companies: 3 (one in Japan, two overseas)



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

Artificial teeth products

Artificial tooth and implant materials

- Porcelain teeth, porcelain powder, resin teeth



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



Abrasives products

Materials for removing diseased areas and polishing crowns

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



Cement products ,other

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

- Dental cements
- Dental stones and investments



Metal products

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

- Alloys for casting, silver alloys
- Other metals



Machinery ,equipment & other products

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



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

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

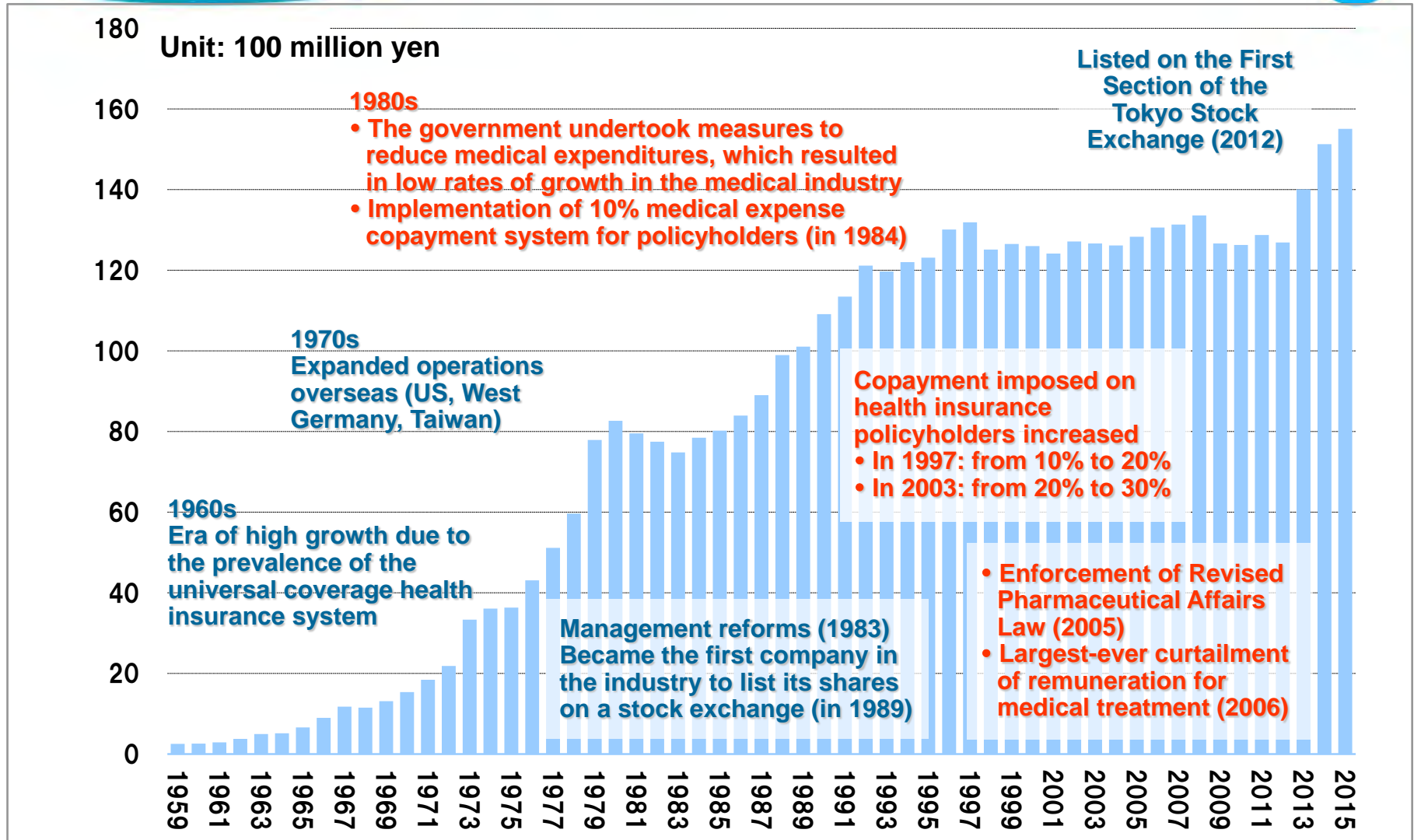


• 1922	Shofu Dental Manufacturing Co., Ltd. founded and commenced the manufacture and sale of Japan's first artificial teeth.
• 1963	Shofu shares listed on the over-the-counter market.
• 1971~ 1978	Established sales subsidiaries in the U.S. and West Germany. Started overseas production (in Taiwan). Established 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. Obtained 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 80th anniversary of its founding. 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 85th anniversary of its founding. 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 | Established joint venture in Taiwan between Nail Labo Co., Ltd. and a local sales distributor. |
| • 2015 | Acquired shares and made Merz Dental GmbH. a subsidiary.
Established SHOFU BIOFIX INC. |

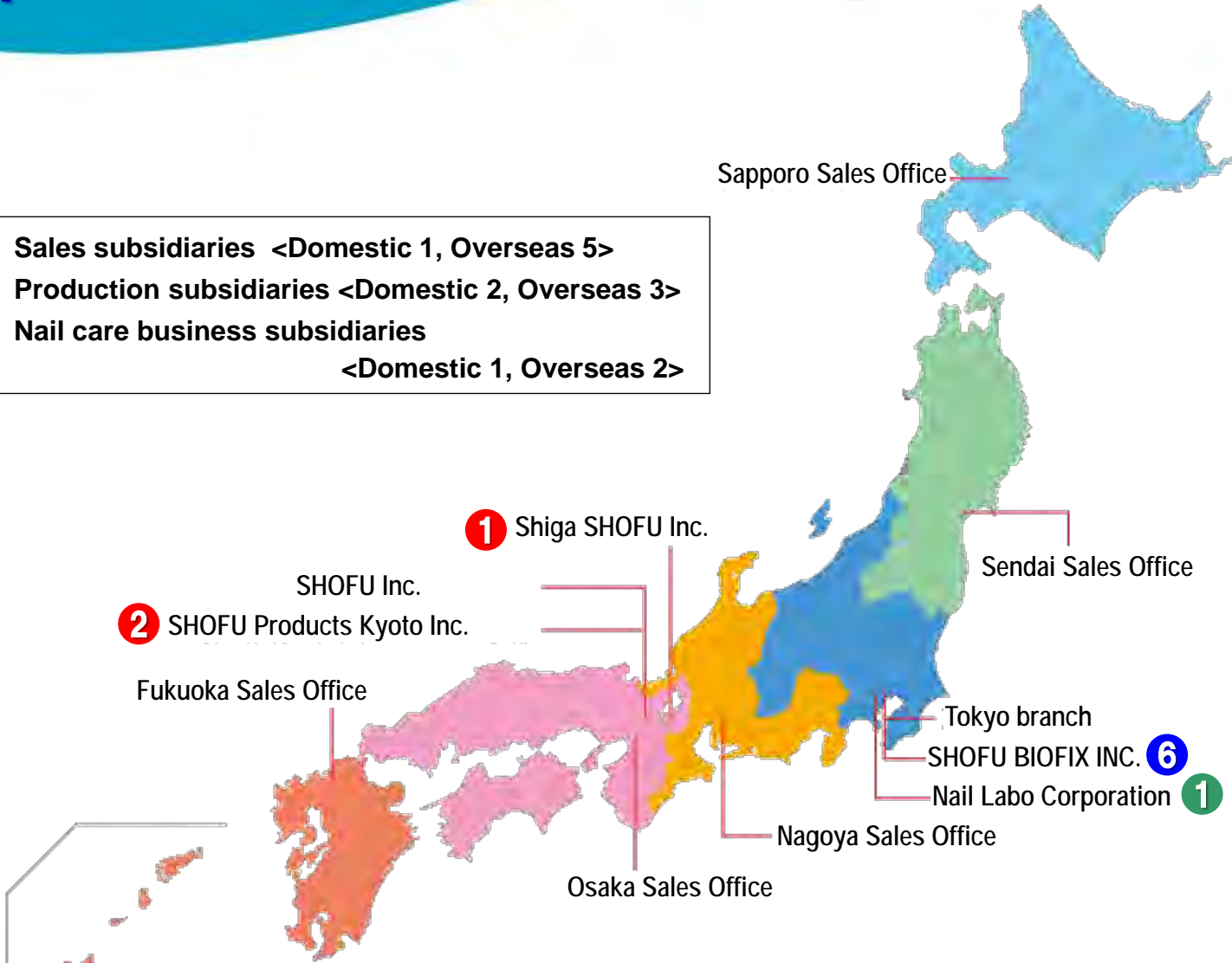
Corporate History - Sales



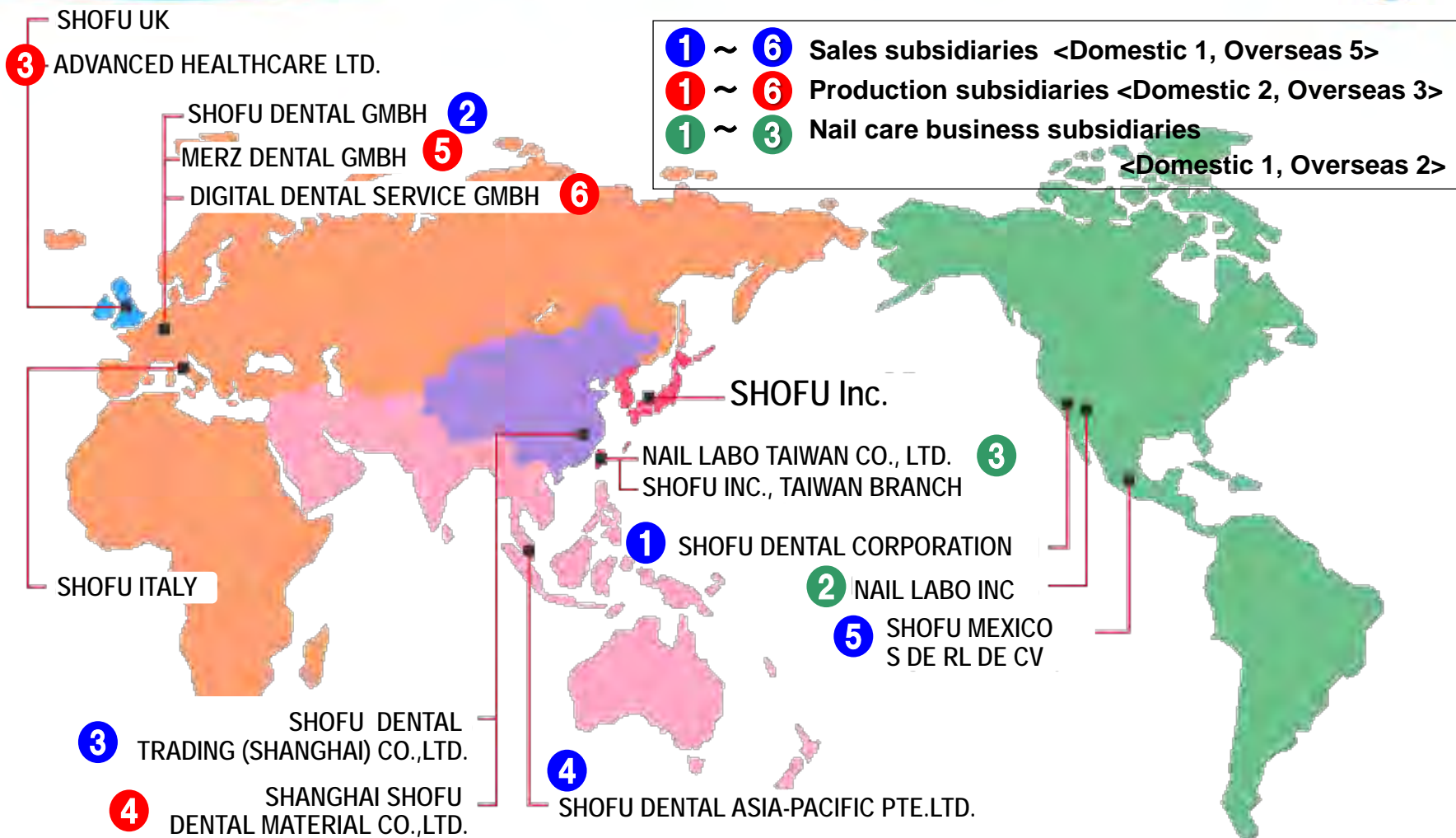
Group Overview [Domestic base]



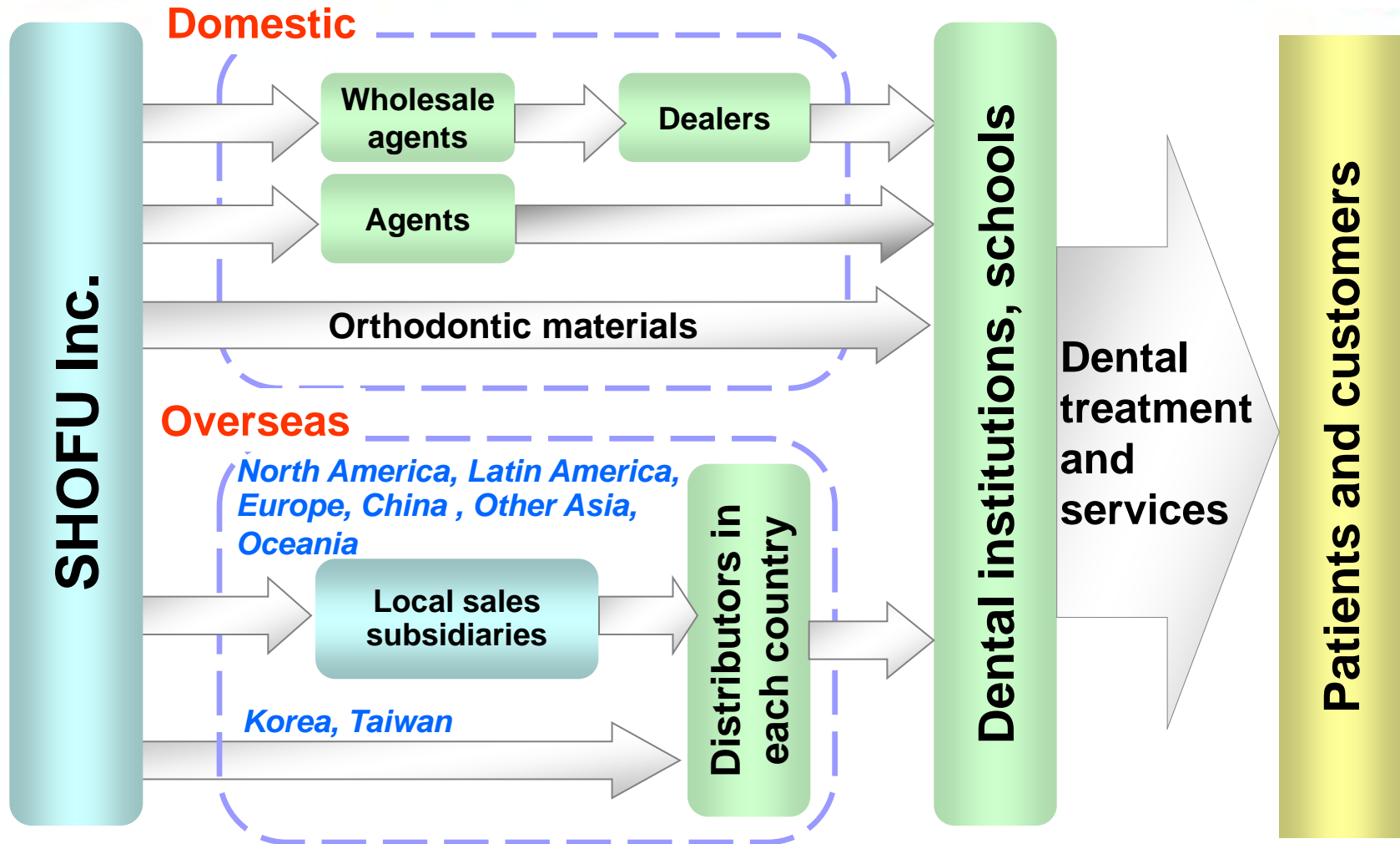
- 1 ~ 6** Sales subsidiaries <Domestic 1, Overseas 5>
- 1 ~ 6** Production subsidiaries <Domestic 2, Overseas 3>
- 1 ~ 3** Nail care business subsidiaries
<Domestic 1, Overseas 2>



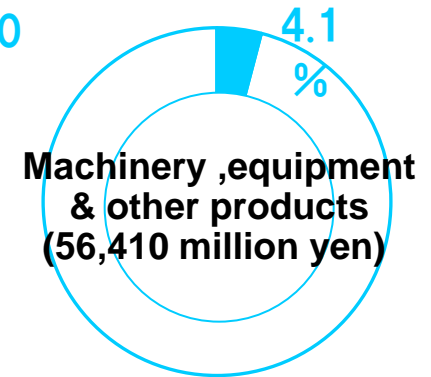
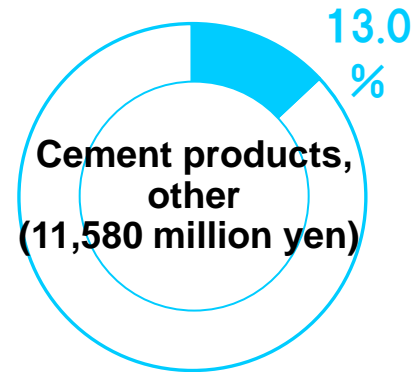
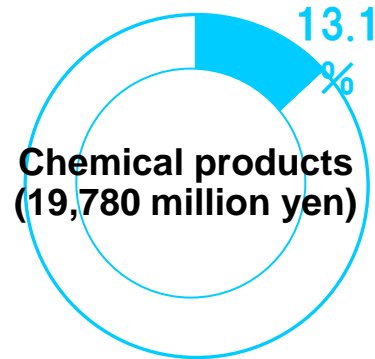
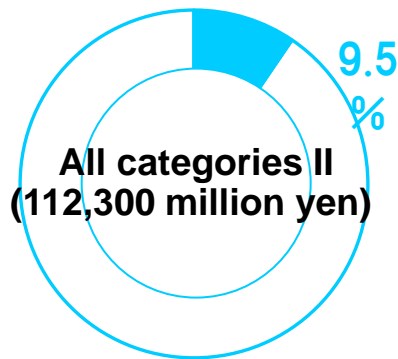
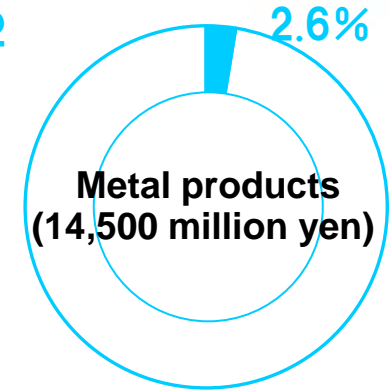
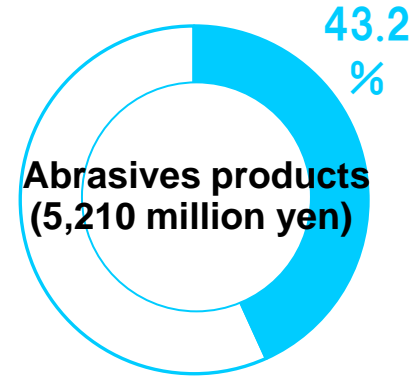
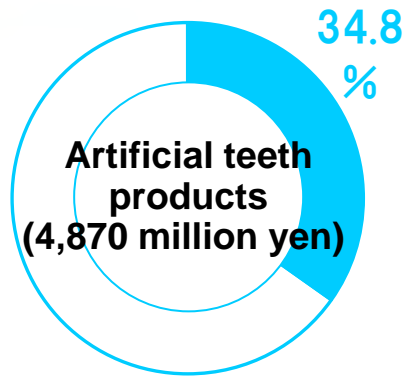
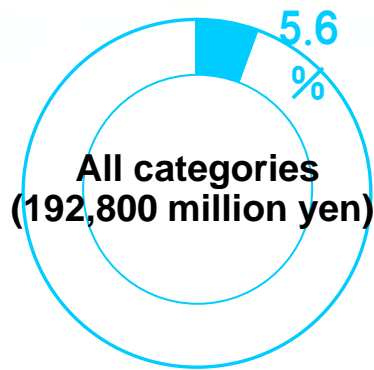
Group Overview [Overseas base]



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.”

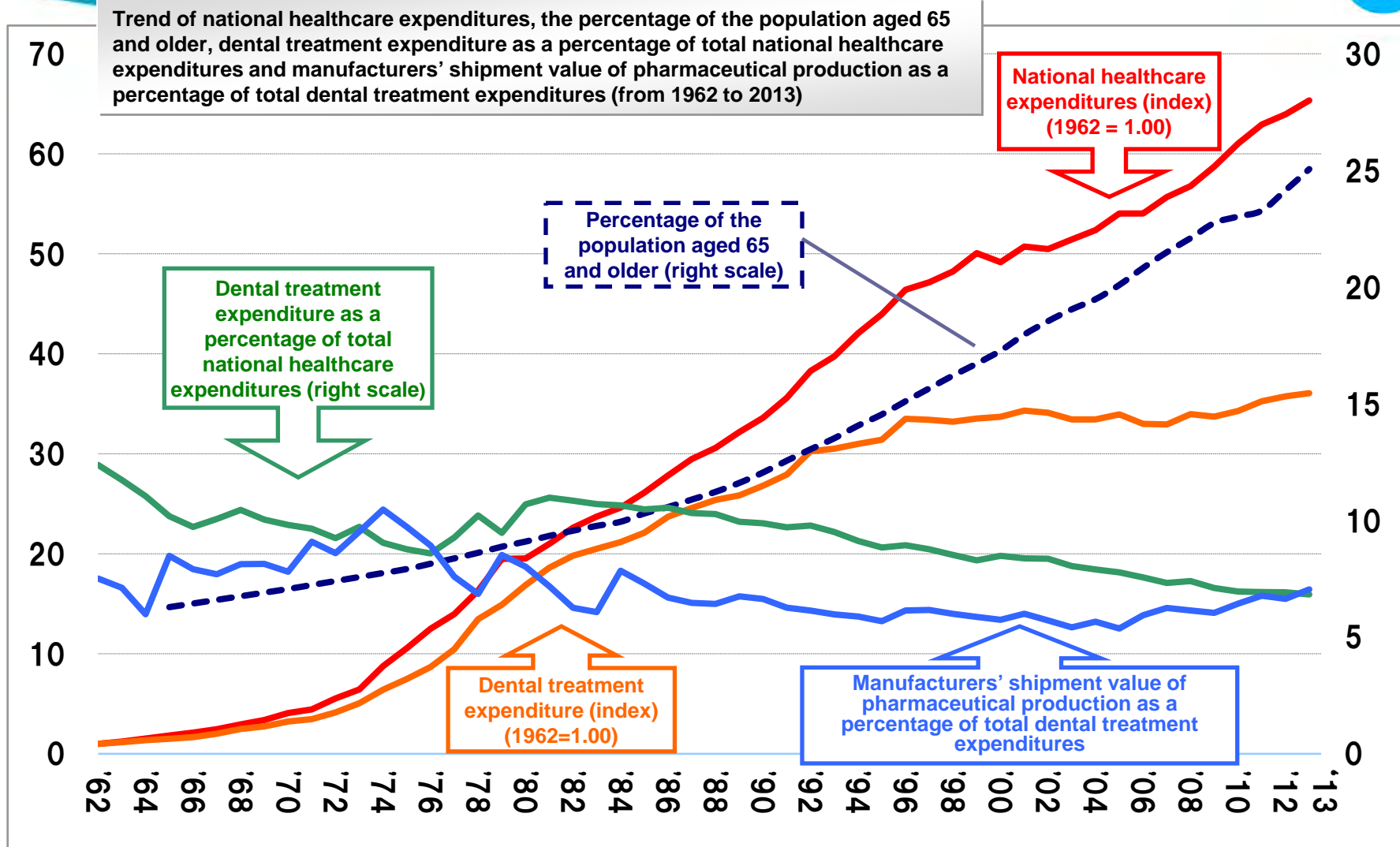
Source: Production Statistics issued by the Pharmaceutical Industry (Manufacturers’ shipment values), Ministry of Health, Labour and Welfare (Domestic data, Calendar Year 2013)

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

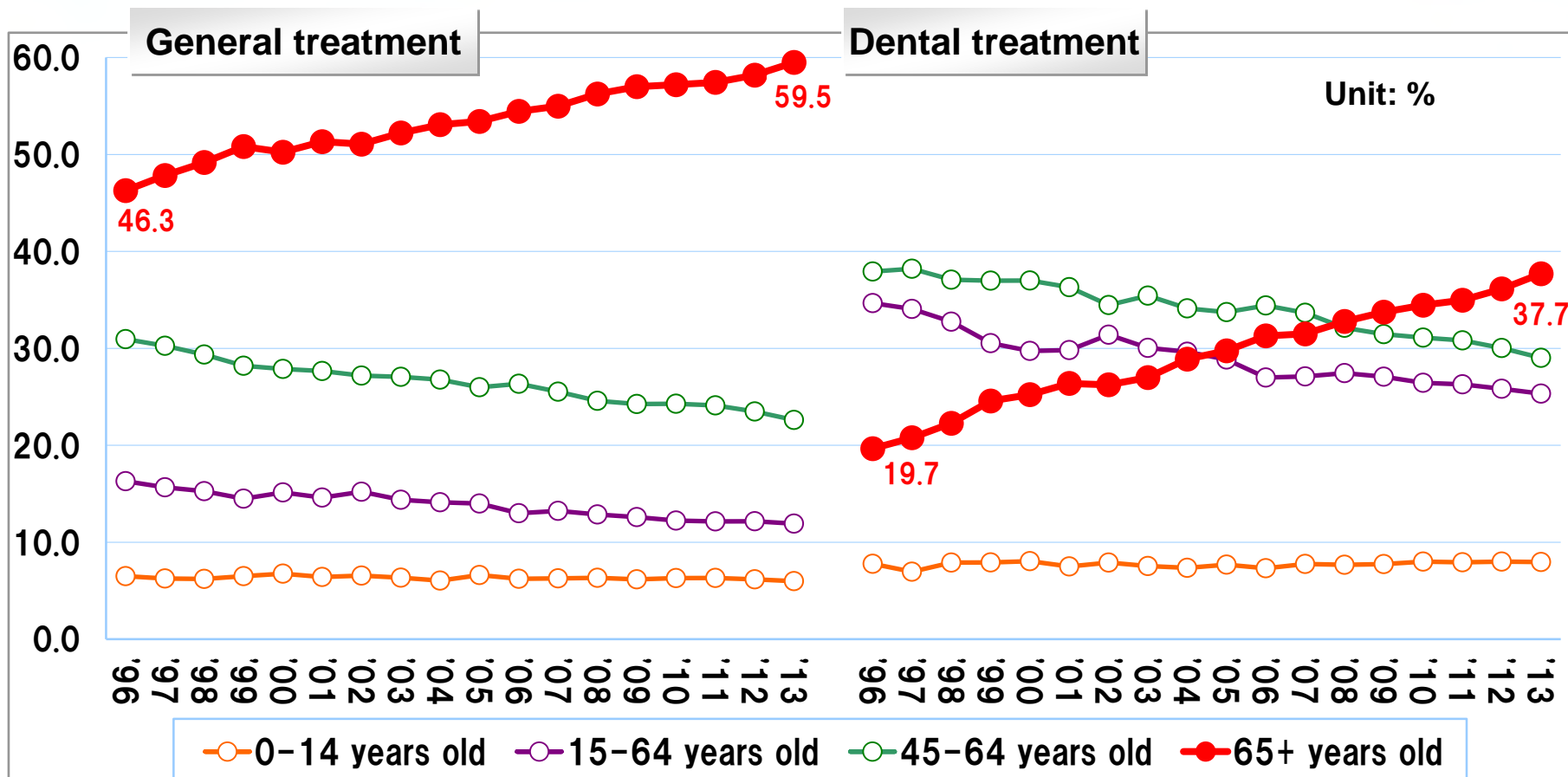


Healthcare Expenditures by Age Group (Component Ratio)

Reference <Dentistry Data>



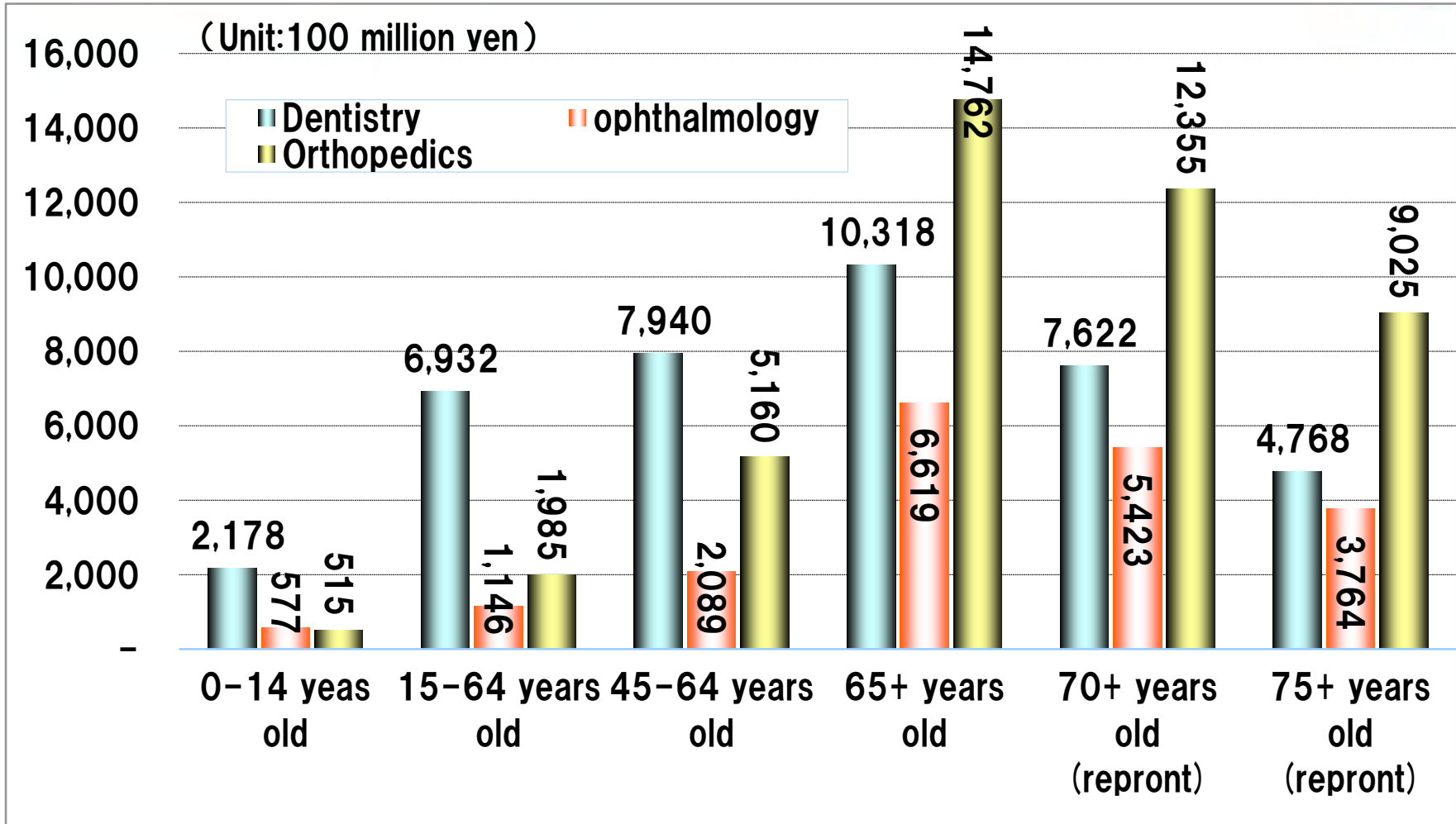
People aged 65 years and older tend to place less importance on dental treatment than general medical treatment.



Prepared using yearly data from Summary of National Healthcare Expenditures (Ministry of Health, Labour and Welfare)

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

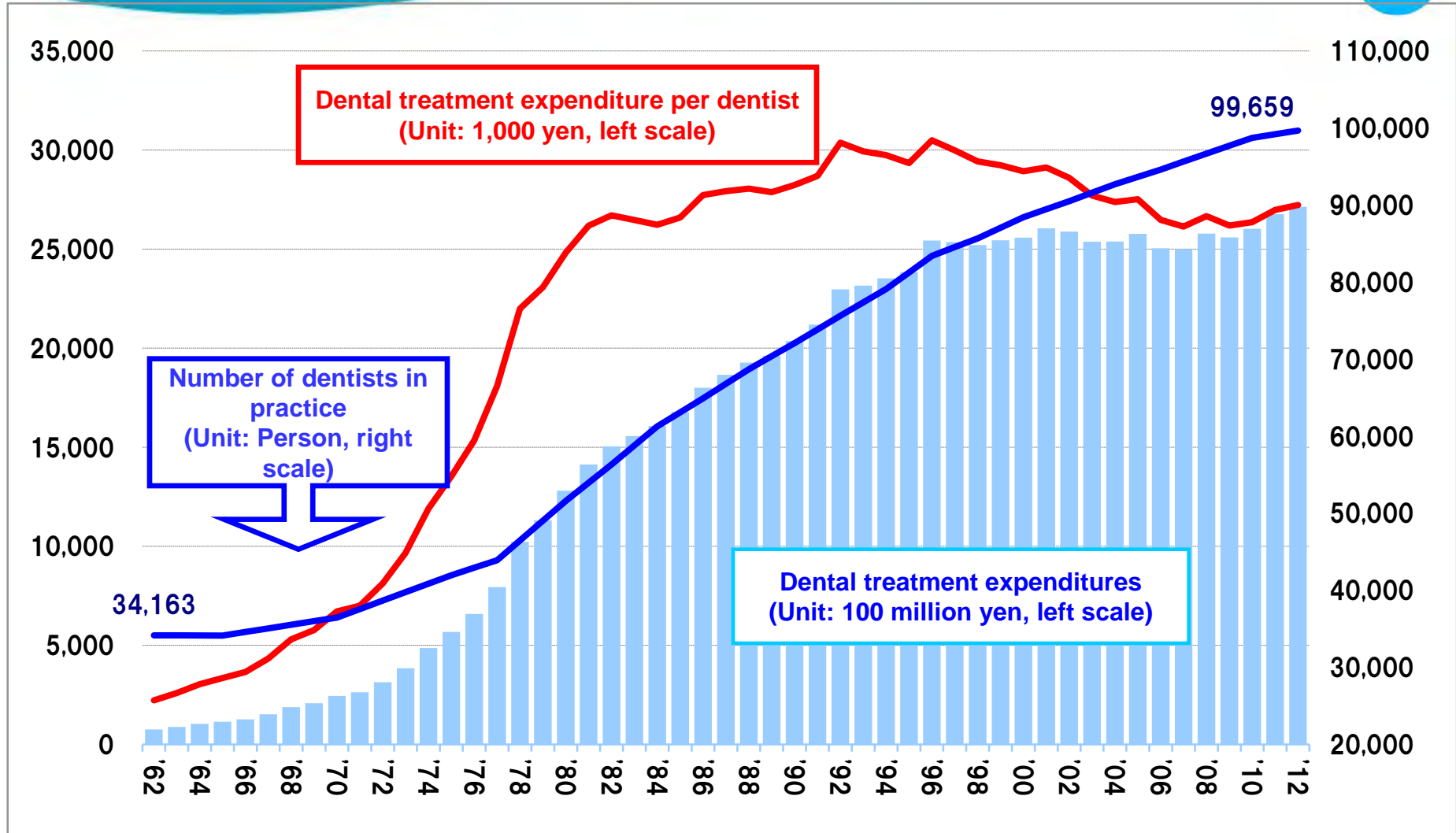
Reference <Dentistry Data>



Prepared using Summary of National Healthcare Expenditures in Fiscal Year 2013
(Ministry of Health, Labour and Welfare)

Trend of the Number of Dentists and Dental Treatment Expenditure

Reference <Dentistry Data>

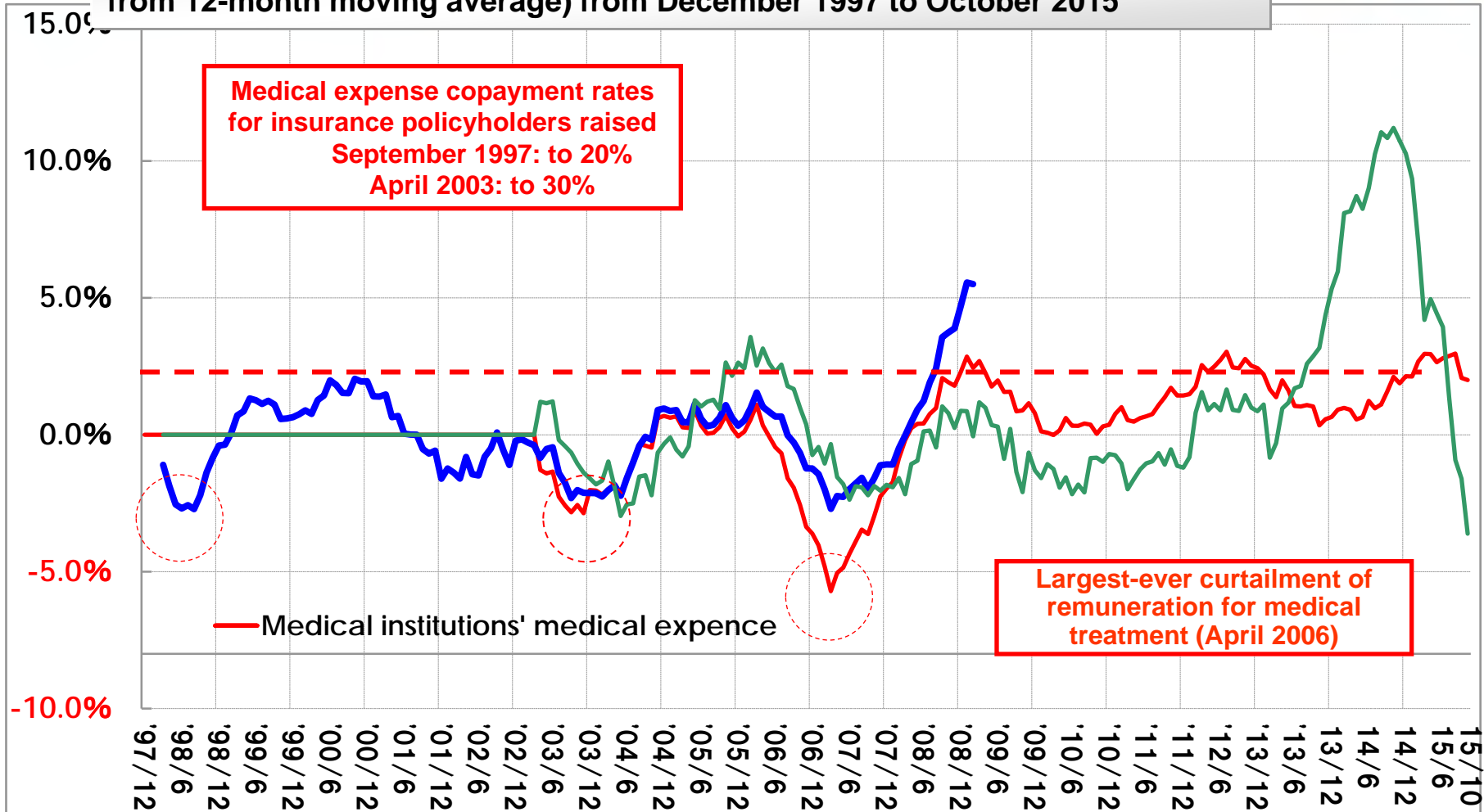


Prepared using yearly data from Summary of National Healthcare Expenditures, Survey on Doctors, Dentists and Pharmacists (Ministry of Health, Labour and Welfare)

Dental Treatment Expenditures

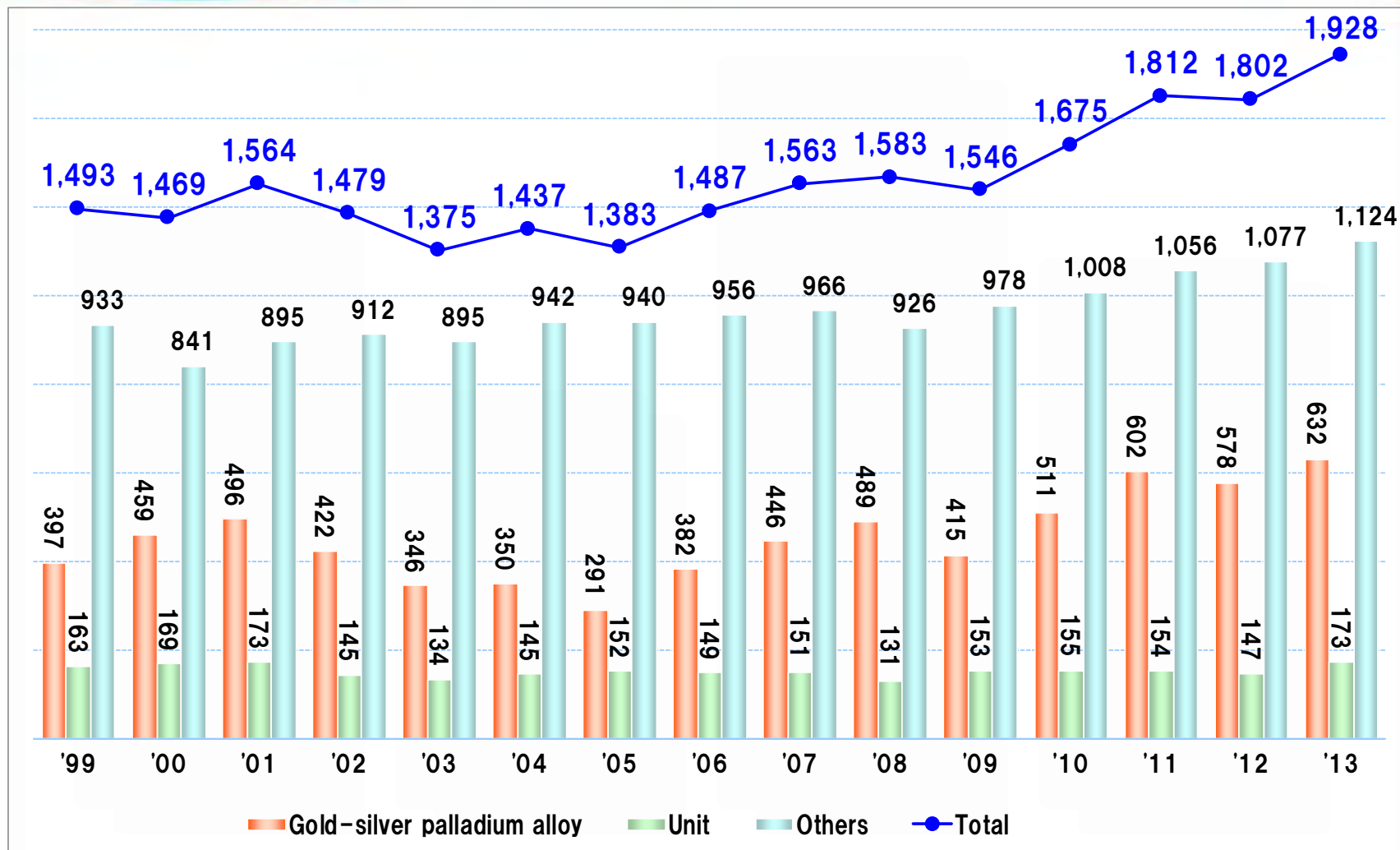


Year-on-year comparison of amount paid by dental health insurance (deviation from 12-month moving average) from December 1997 to October 2015



Trend of Shipment Value of Dental Industry Production

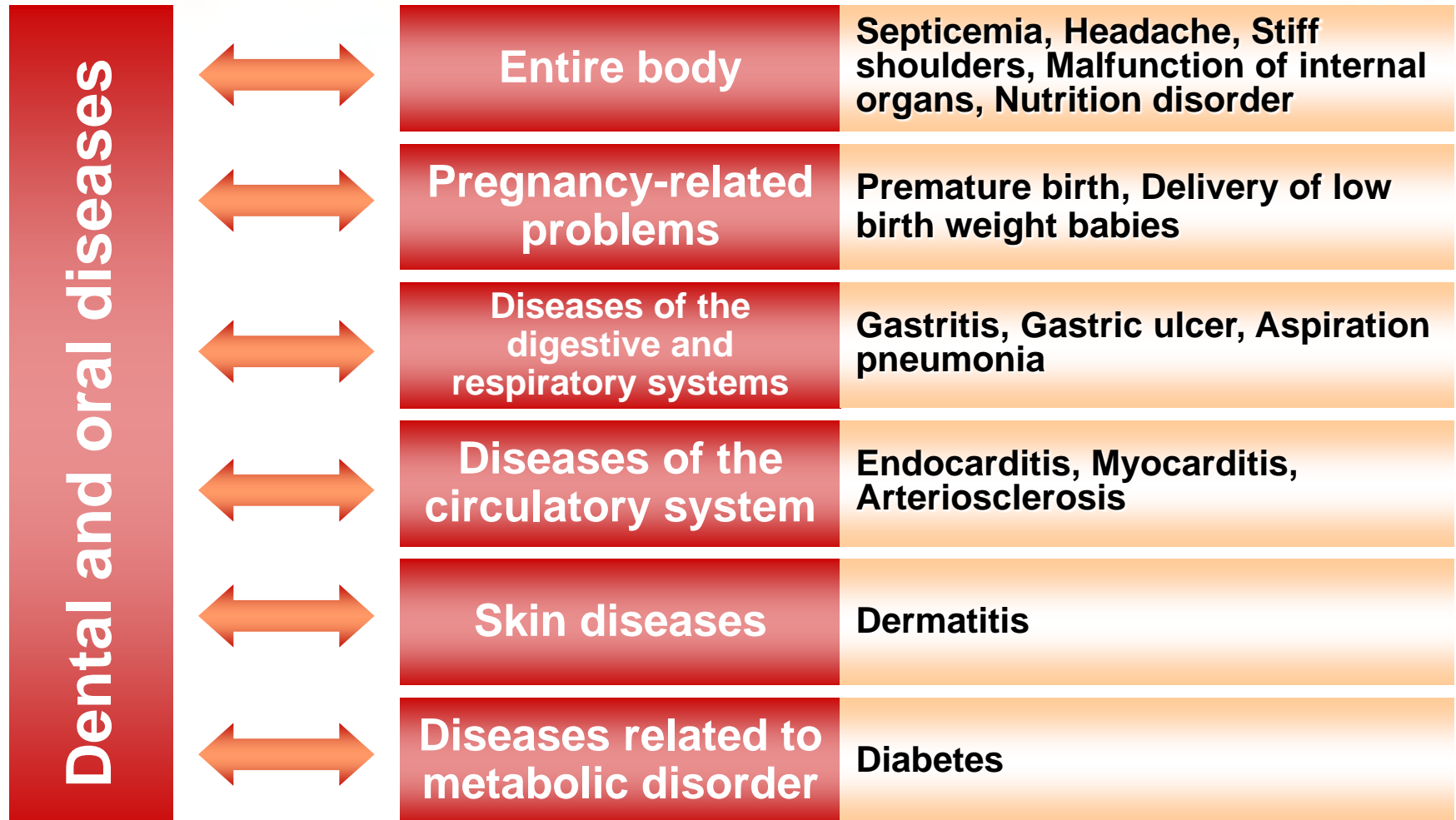
Reference <Dentistry Data>



Prepared using data from Production Statistics issued by the Pharmaceutical Industry (Manufacturers' shipment values), (Year Book for each year), released by the Ministry of Health, Labour and Welfare

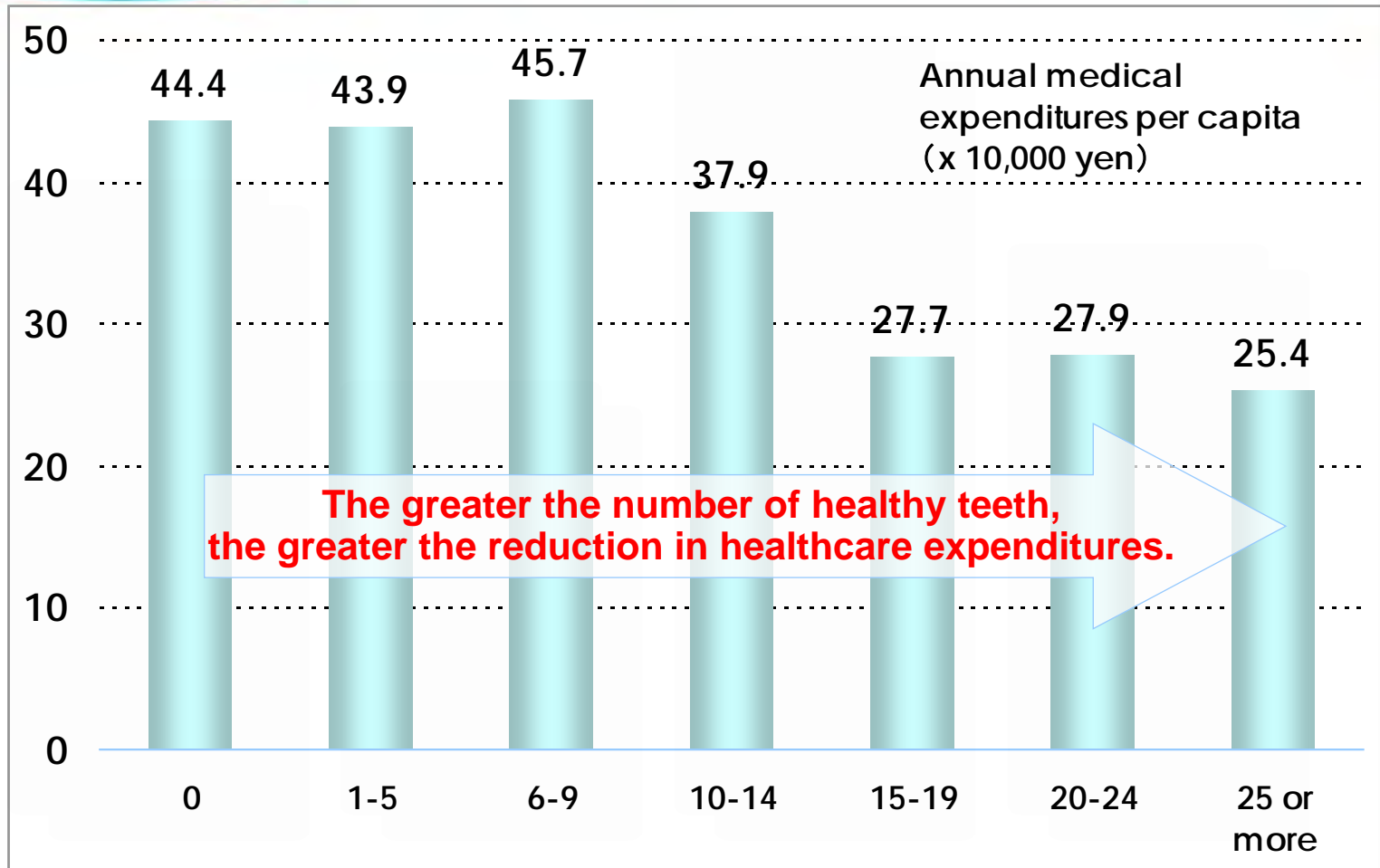
Systemic Diseases Caused by Caries and Periodontal Disease

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



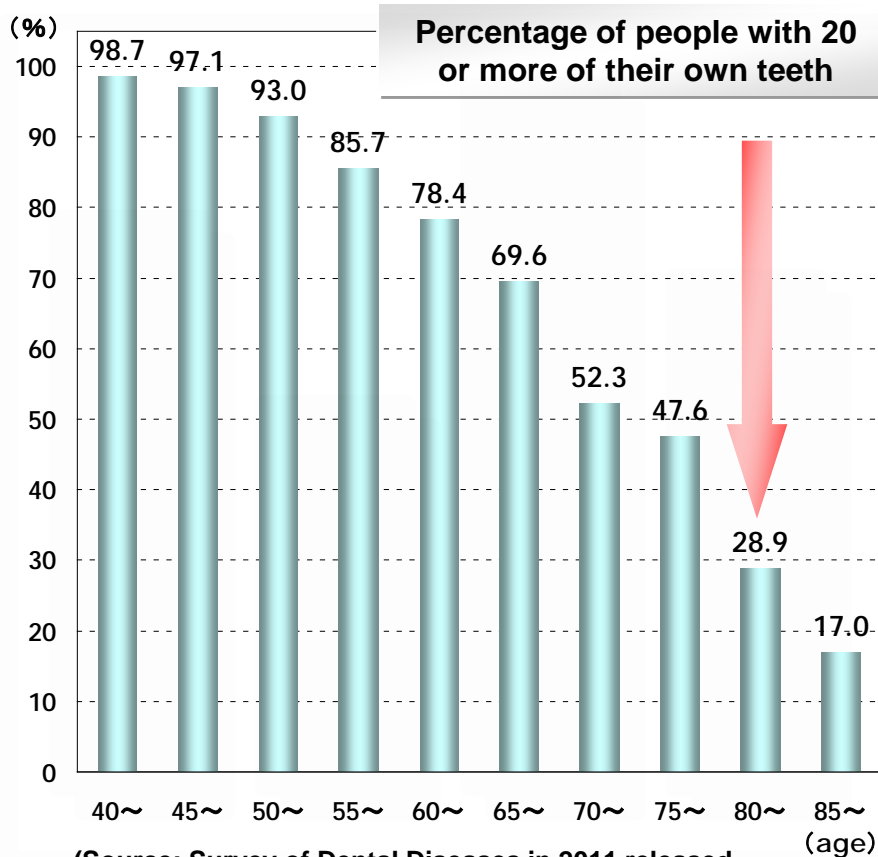
Prepared on the basis of "Correlation between Oral Hygiene Status of Elderly Persons and Healthcare Expenditures," a paper published in 2003 by Kazumune Arikawa, a full-time instructor at the Nihon University School of Dentistry at Matsudo

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

The 8020 Movement and Changes in Dental Diseases

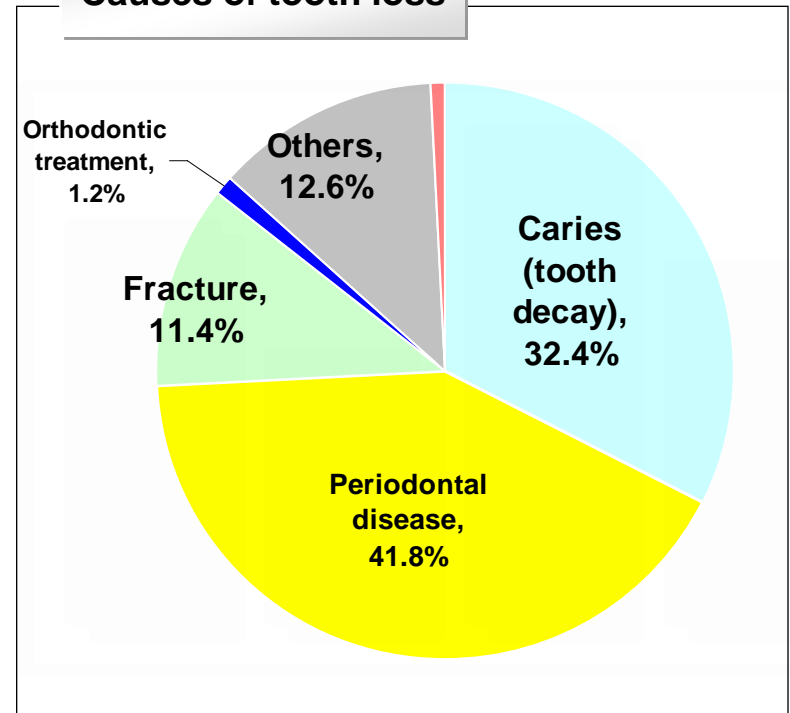


The primary target of “20% of the population achieving 8020” was reached in 2006.



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

Causes of tooth loss



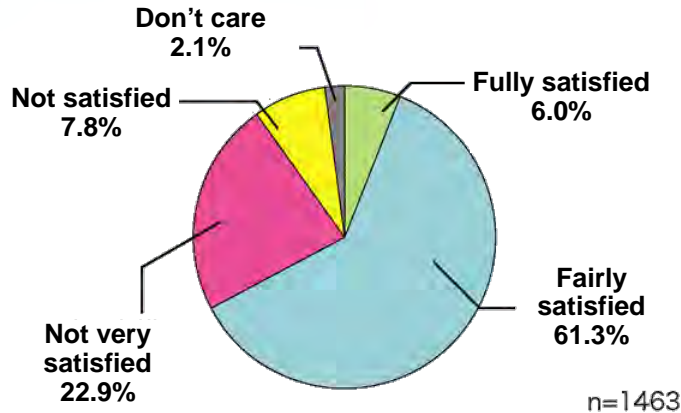
(Survey by the 8020 Promotion Foundation in 2005)

Perception of Dental and Oral Health

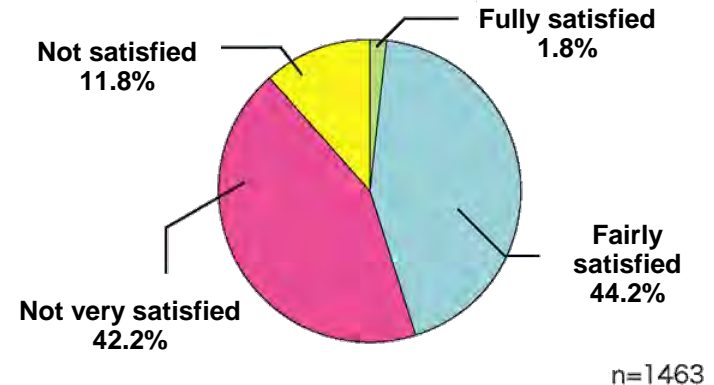


Source: Fiscal 2007's Dental Equipment Industry Vision (References)

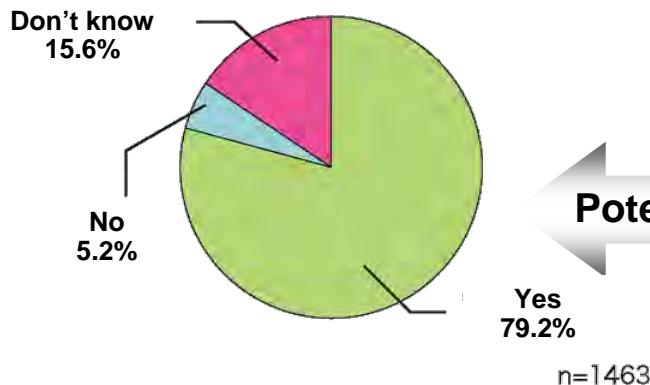
Are you satisfied with your physical health?



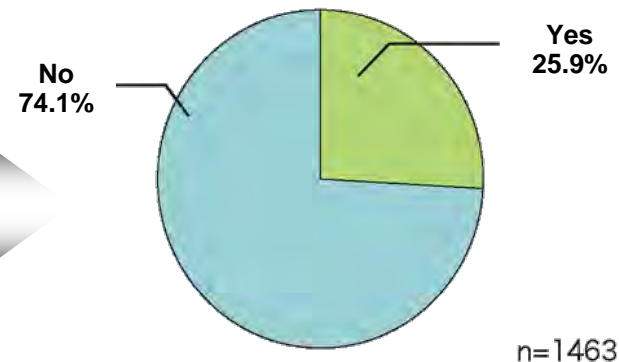
Are you satisfied with your oral health?



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

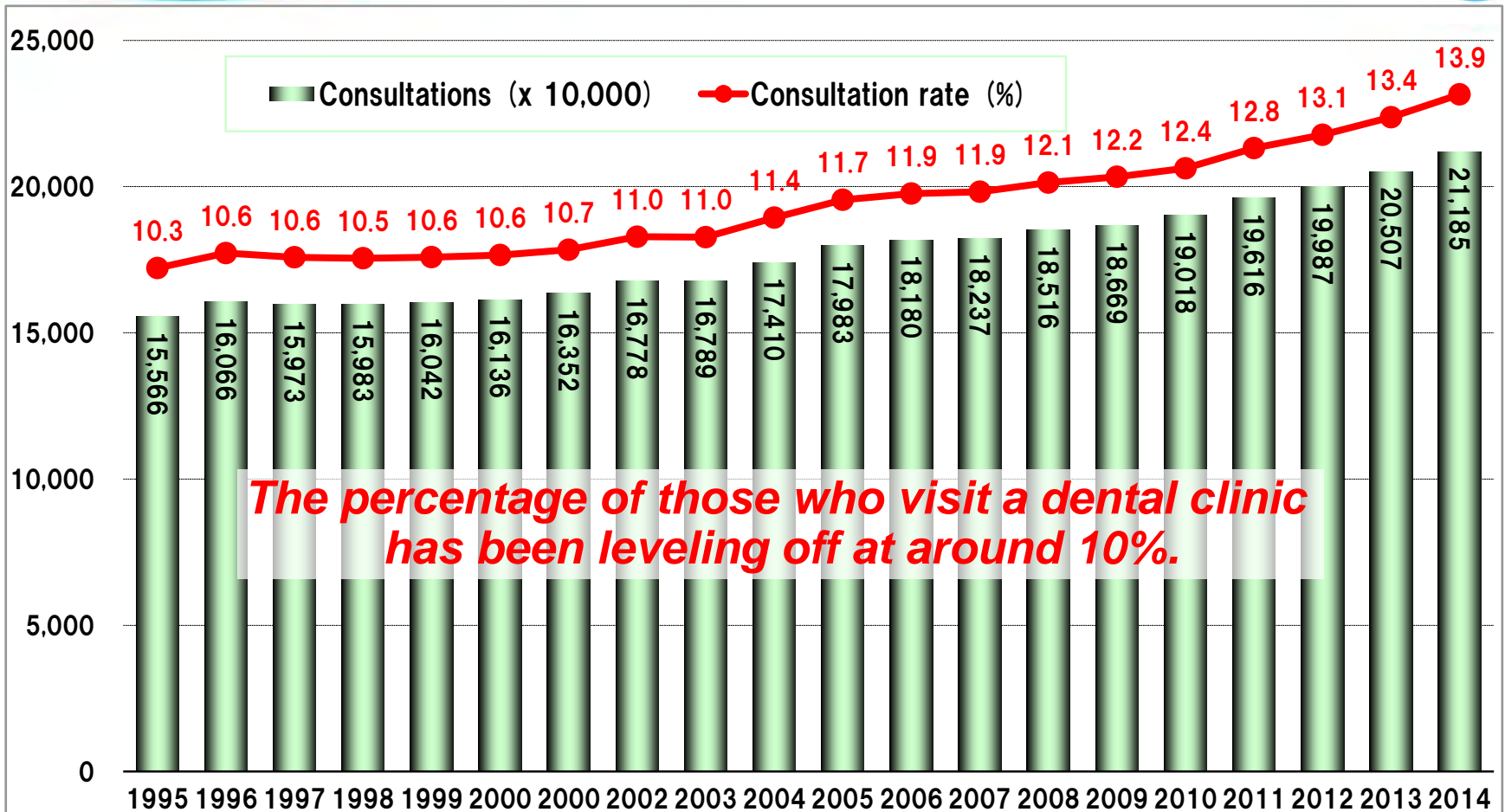


Do you actually receive regular dental care?



Potential demand

Dental Clinic Consultation Rates



The percentage of those who visit a dental clinic has been leveling off at around 10%.

* Consultation rate: ratio of persons receiving monthly dental treatment or examinations (12 times yearly)

Trend in the North American Market



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

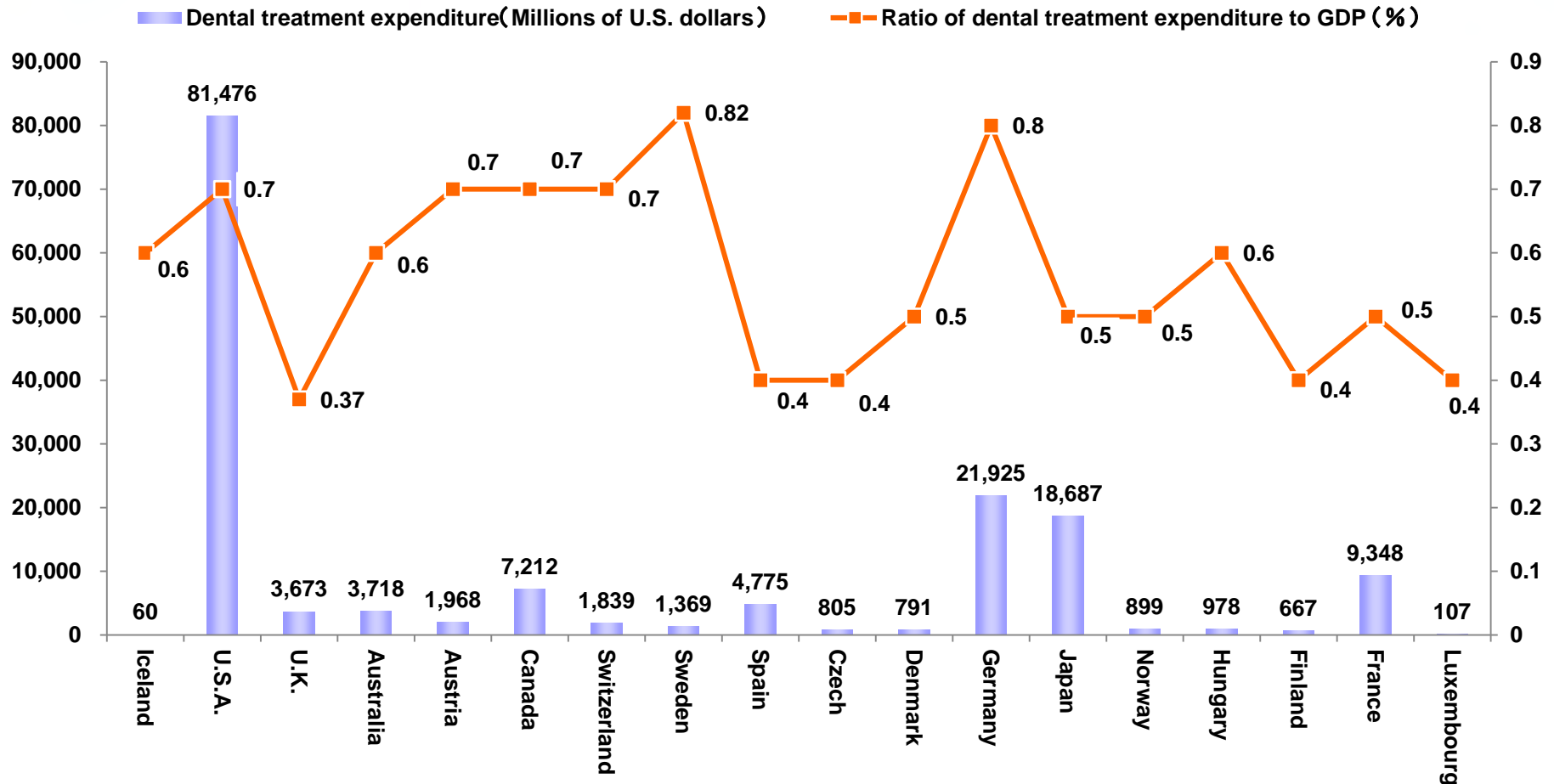
* Consulted an article titled "Reasons for the Success of the Canadian Dental Community" (DH Style, September 2007) by Ken Yaegaki DDS Ph.D., Professor and head of the Department of Oral Health, Nippon Dental

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.

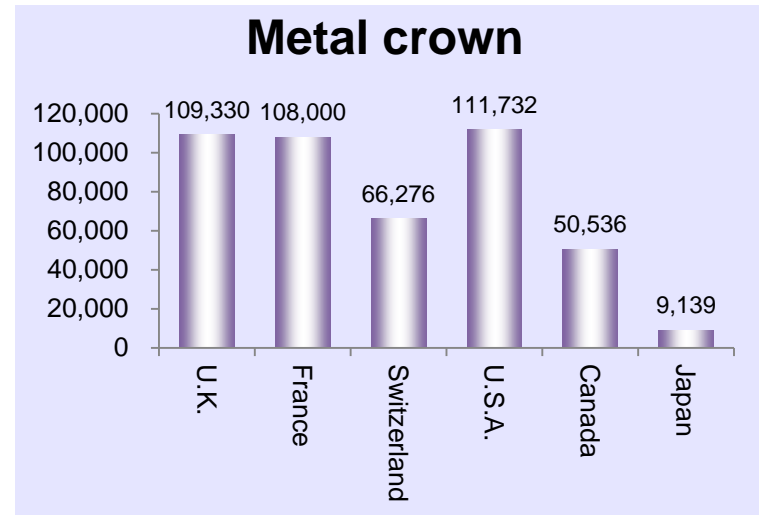
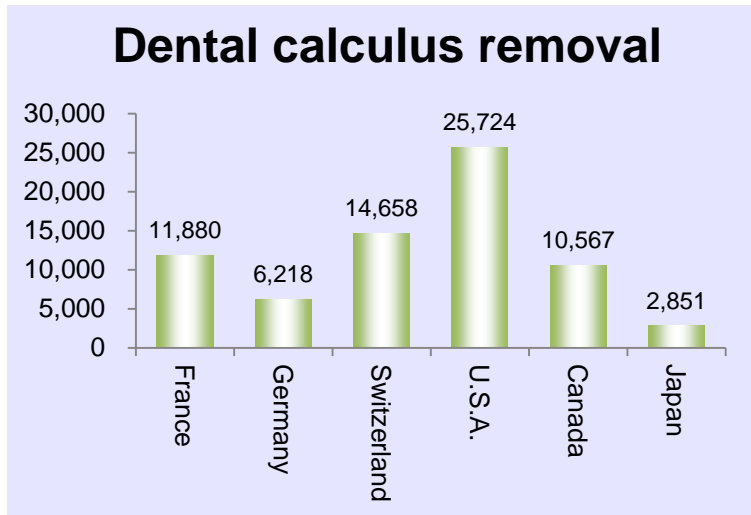
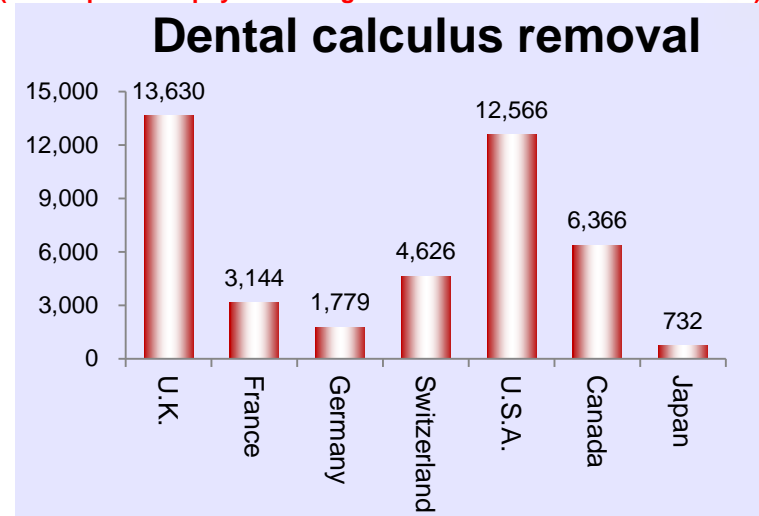
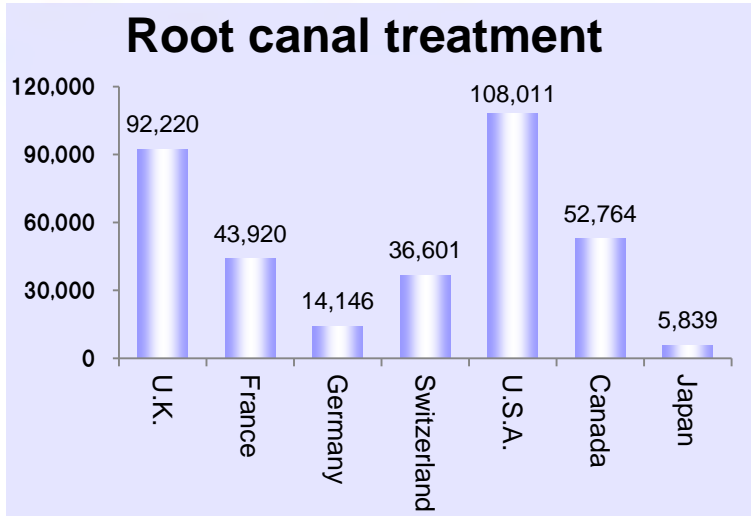
International Comparison of Dental Treatment Expenditure (Unit Price of a Treatment Session)

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>

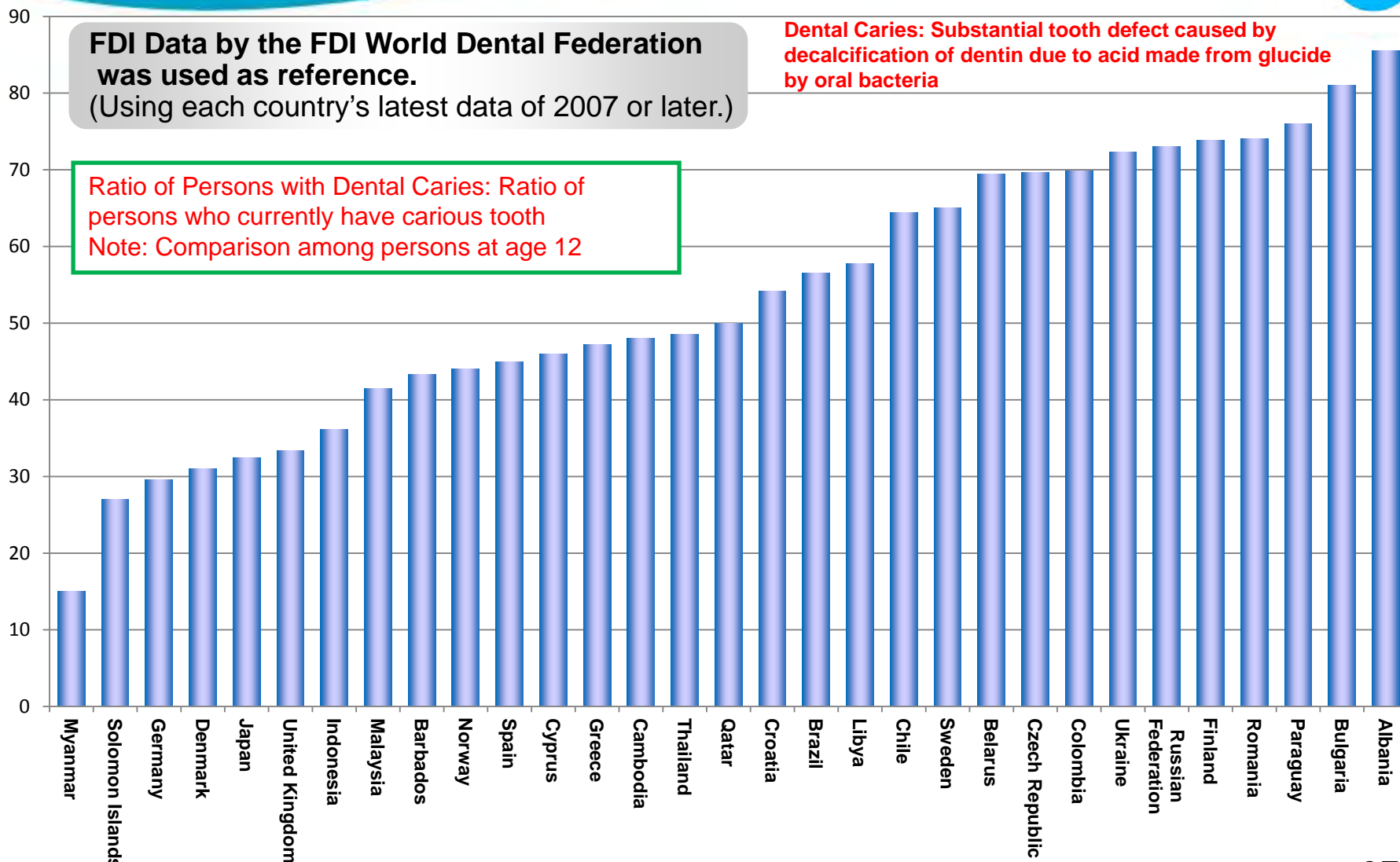
Unit: %



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)

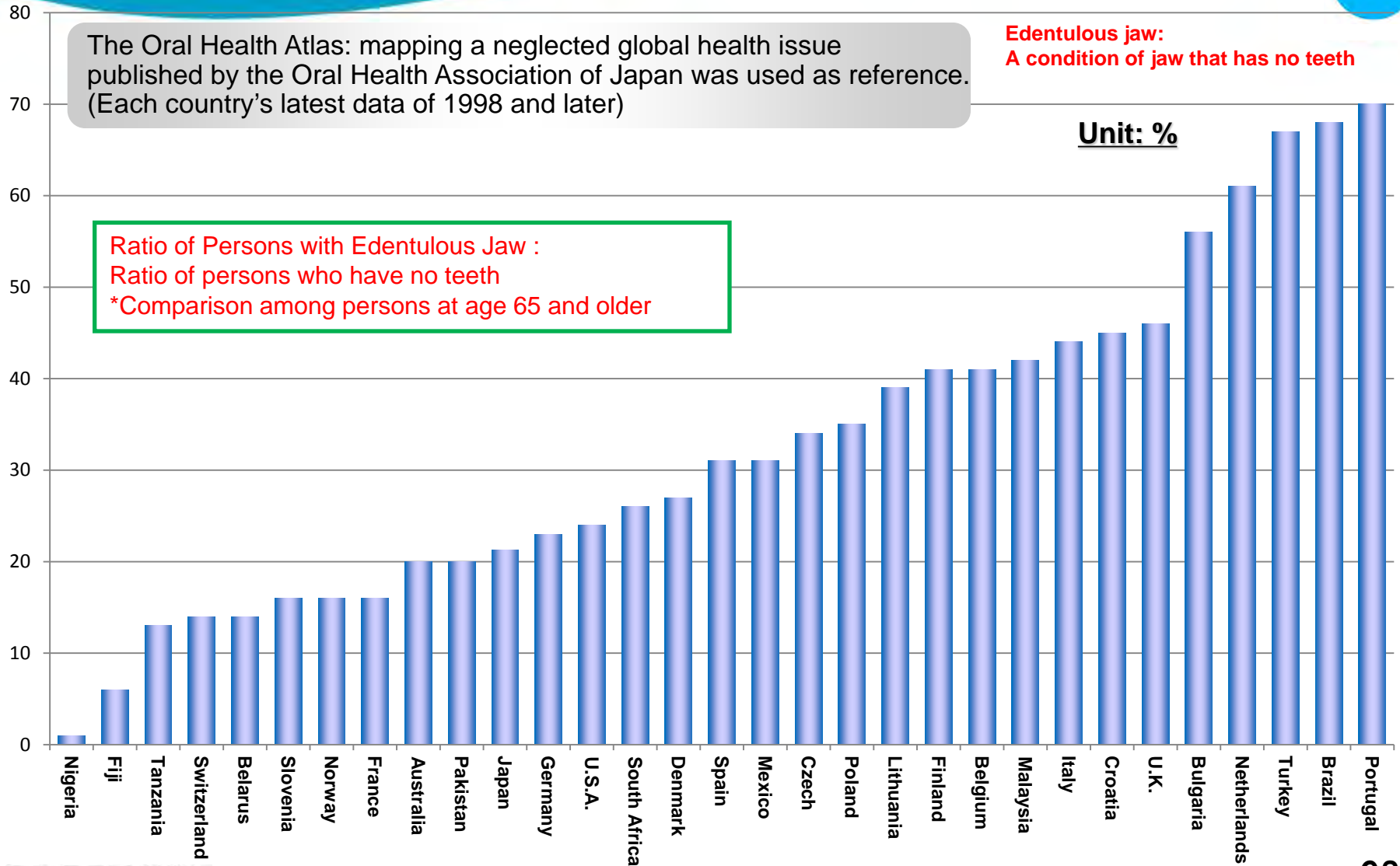


The Oral Health Atlas: mapping a neglected global health issue published by the Oral Health Association of Japan was used as reference. (Each country's latest data of 1998 and later)

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



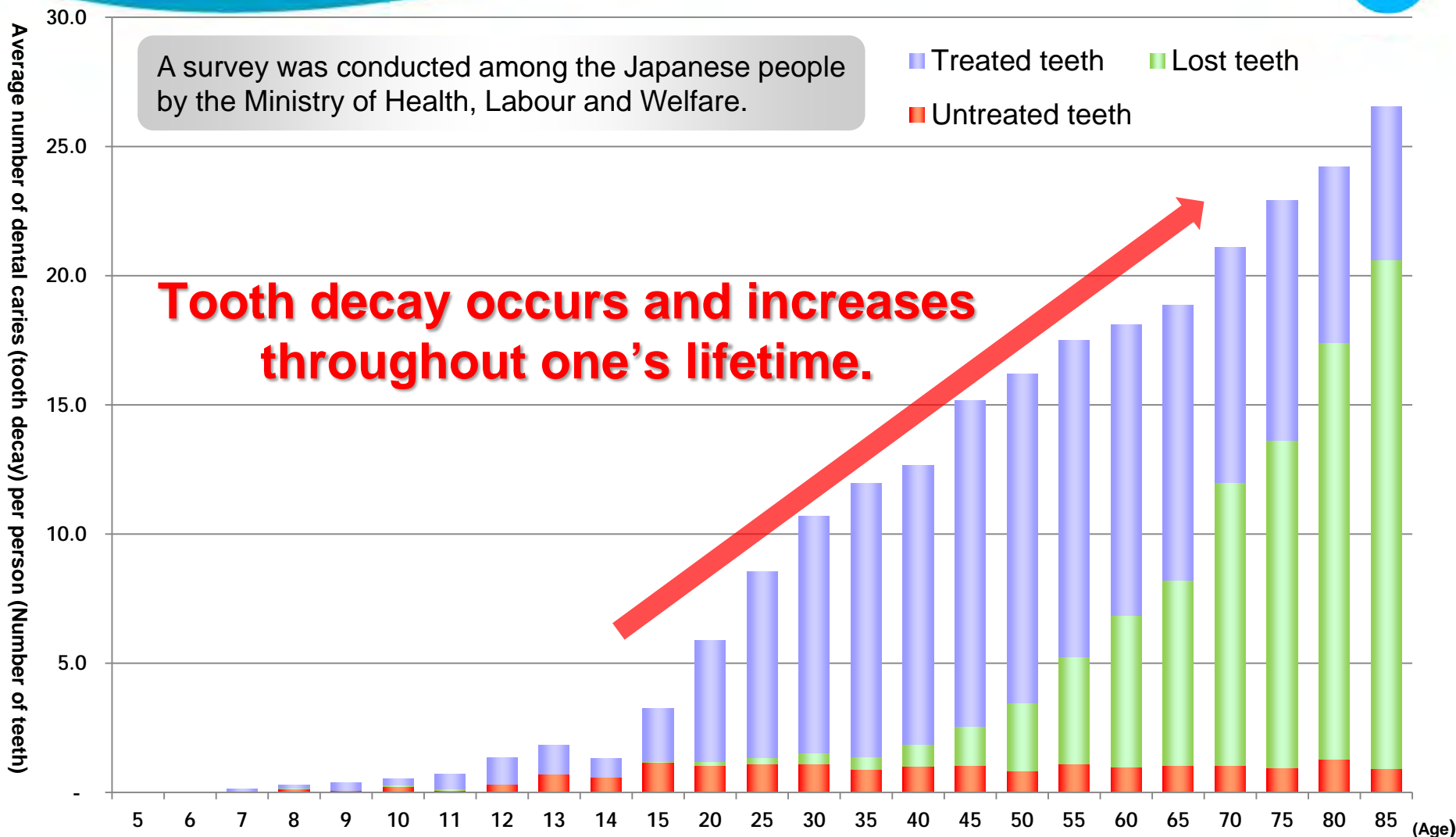
Factual Survey of Dental Diseases



A survey was conducted among the Japanese people by the Ministry of Health, Labour and Welfare.

■ Treated teeth ■ Lost teeth
■ Untreated teeth

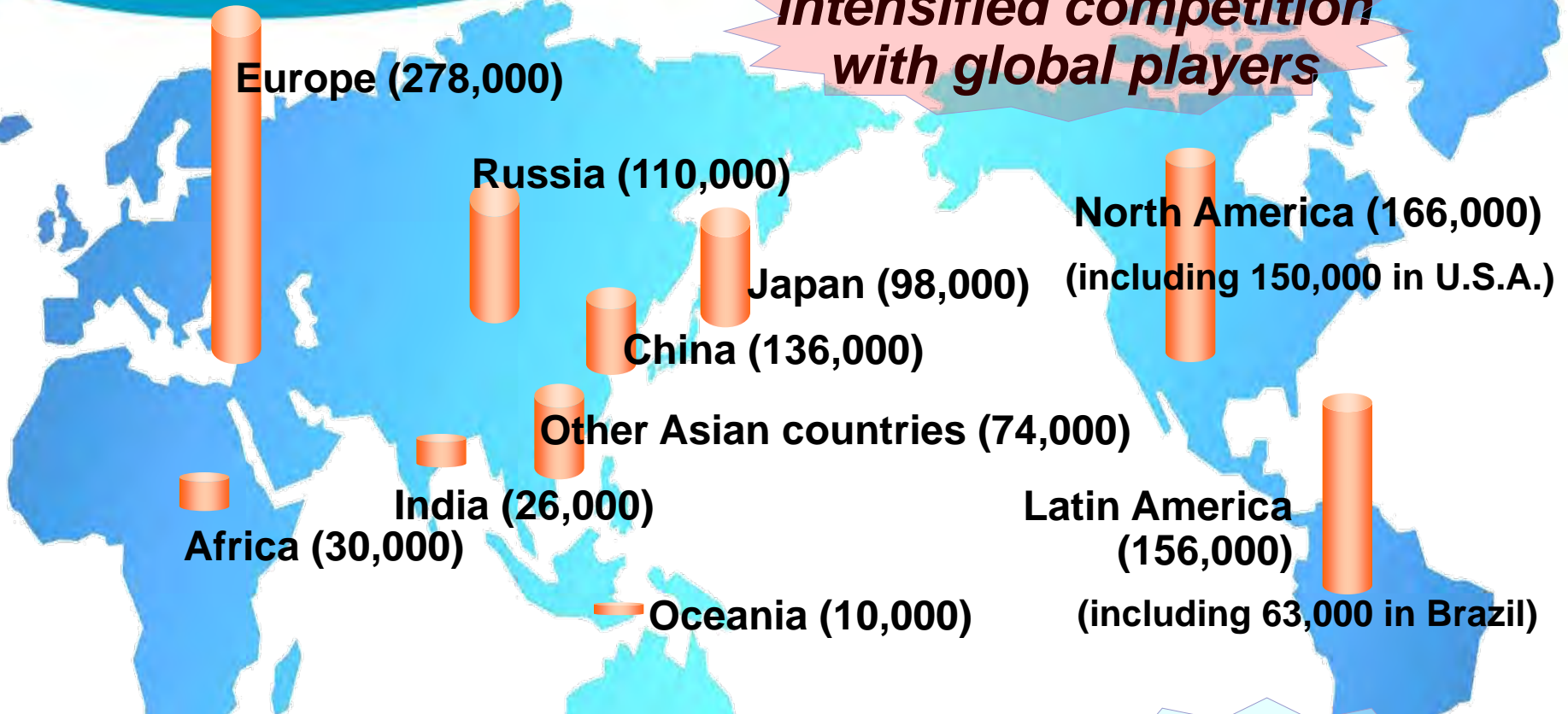
Tooth decay occurs and increases throughout one's lifetime.



* 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

Reference <Dentistry Data>



◆ **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**



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 72)
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 72)
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	A handheld device to which small instruments for removing tooth decay, plaque, and tartar are attached. → Plaque (page 72)



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.
PMTTC	PMTTC stands for Professional Mechanical Tooth Cleaning. In PMTTC, 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 71)
Resin	Synthetic high polymer. Resins are popularly used for dental restoratives.