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Arriving at the recent Greater New York Dental Meeting for the global launch of BEAUTIFIL Flow Plus are Shofu Europe Sales Manager Martin Hesselmann, left, General Manager of Shofu Dental GmbH (Germany) Wolfgang van Hall, President of Shofu Inc. Noriyuki Negoro, Vice President of Shofu Inc. Oshikazu Wakino and Shofu International Marketing Manager Takashi Wakayama. (DTI/Photo Robin Goodman, DTA)

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BEAUTIFIL Flow Plus attracts global attention

by Robin Goodman, DTA

BEAUTIFIL Flow Plus is an injectable hybrid restorative material for all indications that made its debut at the recent Greater New York Dental Meeting (GNYDM). However, this launch is a global one that brought senior members of Shofu Inc. from Europe and Japan all the way to New York.

Dental Tribune stopped by the Shofu booth to speak with Shofu Dental Corp. President and CEO Brian Melanokos and Director of Marketing Lynne Calliott to learn more about this new material.

What more can you tell us about BEAUTIFIL Flow Plus?

Melonakos: Well, for one, it's FDA-approved for all indications. The predicate device was a leading hybrid composite, not a flowable, but it is still flowable.

It has wonderful opportunities for reducing time and making procedures much easier.

We also feel like the pedodontists are going to have an excellent opportunity to do the entire restoration using only flowables. I say flowables because we have two viscosities: a 03 and a 00, which means zero flow for the latter.

Calliott: Essentially, this is all of the attributes that people like or choose a flowable for, and they are now available to them with the performance and strength attributes you would expect from a traditional nano-hybrid composite. And they can use it in all indications because with the 00 flow, some practitioners have been commenting that it is a remarkable material.

They mention particularly the use in restorations where access is difficult, and sometimes a flowable wants to slump or move before they have the opportunity to cure it. The 00 material just stays put.

While you can still use this material as a base and a liner, and additional things you would think of in a flowable, you can also use it as a final restorative material for all classes of indications.

Are there any special offers available?

Calliott: We are launching introductory trial kits. One is designed for the general dentists and includes the A2 and A3.5 shades.

Then we also have a trial kit that is more focused for the pedo market with a bleach white and an A1 shade. In the trial kits, they receive both viscosities along with an assortment of other Shofu products for the bonding agent and the traditional BEAUTIFIL II Composite and some finishing and polishing materials.

Basically the kit gives them \$160 worth of materials for the cost of \$99.

More information is available from [Shofu](#).

