

Dental Manufacturer Avalon Biomed Inks Major Deal with Japanese Distributor

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Bradenton, Fla. ([PRWEB](#)) May 27, 2015 -- Expanding in a big way into the Japanese market, the dental cement manufacturer [Avalon Biomed Inc.](#) recently inked a deal with Arthur Mokuda, president and CEO of [Mokuda Dental Co. Ltd.](#), the largest endodontic distributor in Japan. The move represents a major inroad into the international market for Avalon Biomed, which manufactures Grey MTA Plus® and the newly unveiled NeoMTA Plus®, award-winning tricalcium silicate-based dental cements that have won renown from dentists around the world.

Representatives from Mokuda Dental Co.'s headquarters in Kobe, Japan, recently visited Avalon Biomed's headquarters in Bradenton, Fla., to prepare for the launch. Founded in 1947, Mokuda Dental Co. has become Japan's largest dental product distributor. It deals exclusively with high-quality, cutting-edge technology and has won numerous awards from the Japanese government for its contributions to public health.

Working with Mokuda Dental Co., Avalon Biomed will officially enter the Japanese market in June. Avalon Biomed already works with dental distributors in India, Taiwan, China, Canada, Italy and Scandinavia, and sells directly to dentists in 25 states. Within the U.S., Avalon Biomed also sells through the national distributors [Benco Dental](#), [DC Dental](#) and [Ultimate Dental](#).

“We are delighted to team up with Mokuda Dental Co., and we are confident that Mokuda Dental will be in touch with the opinion makers in Japan to enable us to become their brand of choice,” says Avalon Biomed founder Carolyn Primus, Ph.D. “As chairman of the Japan Dental Importers Association, Mr. Arthur Mokuda has the sophistication and the reputation to make this relationship extremely successful.”

Grey MTA Plus and NeoMTA Plus products manufactured by Avalon Biomed have earned rave reviews from dentists who have used them. The dental cements are used for vital pulp therapy, a treatment applied to exposed pulp that repairs it and maintains its vitality, as well as other endodontic procedures.

Dentists have praised the products for the ease with which they are able to prepare the cements, due to Avalon Biomed's fine powder and unique gel, which mixes easily and smoothly. The result is improved handling and placement, faster setting, and a more stable mixture that resists unwanted washout. Avalon Biomed's unique packaging also helps the company reduce costs, making it highly affordable.

Building on the momentum generated by the new Mokuda Dental Co. deal, Primus traveled to Seattle, Wash., to participate in the [American Academy of Pediatric Dentistry](#)'s annual conference May 21 - 24. While there, she met with other major distributors from around the U.S. and international markets. Avalon Biomed's NeoMTA Plus products are exceptionally useful for pediatric dentists because it does not stain young, still-developing teeth.

About Avalon Biomed Inc.

Avalon Biomed Inc. was founded in 2011 in Bradenton, Fla., after receiving a Small Business Innovation

Research grant from the U.S. National Institutes of Health. The grant was awarded based on founder Carolyn Primus' inventions in Materials Science and Engineering applied to medical devices. The company's mission is to improve oral health worldwide with unique, affordable and high-quality products, and Avalon Biomed develops and manufactures for dentistry and orthopedics. Future products are under development with ongoing NIH-sponsored research at Texas A&M University Baylor College of Dentistry and Georgia Regents University College of Dental Medicine. Avalon Biomed donates 20 percent of its profits to dental schools and underserved dental communities internationally. For more information, visit AvalonBiomed.com or call 941-896-9948. To become a distributor, e-mail [info\(at\)avalonbiomed.com](mailto:info(at)avalonbiomed.com).

About Carolyn Primus, Ph.D.

Before founding Avalon Biomed Inc. in Bradenton, Florida, in 2011, Carolyn Primus worked in a wide range of scientific fields, performing government-sponsored research in the use of molten salts for solar thermal energy generation, as well as producing consumer products such as ceramic razor blades and gas-powered flashlights and developing ceramic dental products. She has earned degrees from the University of Illinois at Urbana-Champaign, the University of California at Berkeley and the University of California, Davis, and has worked for the Naval Research Laboratory, Gillette and Ceramco. Her current company, Avalon Biomed, is dedicated to improving oral health worldwide with unique, affordable and high-quality products. In addition to her work with Avalon Biomed, Primus teaches as an adjunct assistant professor at the LECOM School of Dental Medicine and serves as the chair of the American Dental Association's committee on endodontic materials.



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