

## GreenMark Recognized as a 2020 Best of Class Technology Award Winner

**East Lansing & Ann Arbor, MI – GreenMark Biomedical Inc.** announced that the company has been selected as a 2020 Cellerant Best of Class Technology Award recipient.

*“Announcing the award winners is especially meaningful this year,”* said Dr. Lou Shuman, DMD, CAGS, CEO of Cellerant and founder of the Best of Class Technology Awards. *“The Chicago Midwinter, where the Best of Class Panel selected the award winners, was really the last in person event for the dental community in 2020. Dentists and their staff, as well as dental products and technology vendors have overcome many unbelievable challenges since that time. It’s exciting and uplifting to change the narrative for a moment by recognizing these deserving award winners and sharing these amazing technologies with our colleagues.”*

Dental caries is the most prevalent chronic disease in the world, and GreenMark’s product, LumiCare™ Caries Detection Rinse, identifies caries including early stage dental ‘pre-cavities’ by targeting and illuminating porous sub-surface lesions in enamel, thereby aiding in the detection of caries. Once identified, the disease can be treated non-invasively to prevent the formation of cavities. The technology utilizes bioresorbable starch-based nanoparticles which degrade into harmless materials by the time the patient is ready to leave the dental office.

*“It’s always an honor to help our peers identify the best technologies,”* said Marty Jablow, DMD, Best of Class panel member. *“From the outset, an important goal of the Best of Class Awards has been to alert the dental community as to what technologies are new and important to the modern practice.”*

*“Winning a Best of Class Award says a lot about the recipient’s ability to innovate and establish category leadership,”* said Pam Maragliano-Muniz, DMD, Cellerant Best of Class panel member. *“In any given year, the panel may skip a category if there’s no standout technology. To be chosen a product must be truly exceptional.”*

The 2020 Cellerant Best of Class Technology Award is selected by a panel of the most prominent technology leaders in dentistry: John Flucke, DDS, technology editor and chief dental editor for Dental Products Report, Marty Jablow, DMD, known as America’s dental technology coach, Paul Feuerstein, technology editor for Dentistry Today, Pamela Maragliano-Muniz, DMD, chief editor of Dentistry IQ and editorial director of DACE, Chris Salierno, DDS, Chief Editor of Dental Economics, and Lou Shuman, DMD, CAGS, founder and creator of the Best of Class Technology Award with national columns on technology in Dental Economics, Dental Products Report, and Canada’s Oral Health journals

*“We are most grateful for the warm welcome the dental community is offering us, and I am personally thrilled, super excited, jumping for joy, and ecstatic to receive a Best of Class award for our first product even before it’s widely available on the market,”* said Dr. Steven Bloembergen, Ph.D., GreenMark’s founder, Chairman and CEO.

### **About the Cellerant Best of Class Technology Award**

Since the inaugural presentation in 2009, the Best of Class Technology Awards have grown to occupy a unique space in dentistry by creating awareness to the dental community what technologies and products of the thousands available can truly impact how practices will operate now and in the future.

The selection process relies on an expert panel of dentists recognized as thought leaders and educators. It includes, Dr. John Flucke, Dr. Marty Jablow, Dr. Paul Feuerstein, Dr. Chris Salierno, Dr. Pamela Maragliano-Muniz, and Dr. Lou Shuman. Over the course of each year, the panel members seek out and conduct research on potentially practice-changing technologies, with deliberations on nominees and final voting taking place in February. Panelists are precluded from voting in any category where they have consulting relationships. The entire selection process is conducted and managed on a not-for-profit basis.

For more information on the Cellerant Best of Class Awards and the 2020 Award Winners, go to <https://www.cellerantconsulting.com/p/dental-consulting-Best-of-Class-p17227.asp>.

### **About Cellerant Consulting Group**

Founded and led by CEO Dr. Lou Shuman, DMD, CAGS, Cellerant provides strategic dental market insights, clinical expertise, implementation resources and support to accelerate growth for client dental companies. Cellerant services include new concept incubation, clinical product evaluation, product development, continuing education program development and CE sponsorship, strategic branding and marketing, online marketing, content marketing and dental media relations management. As an orthodontist and former owner of a 10-doctor multi-specialty private group practice, Dr. Shuman guides clients to offer products that engage dental customers and provide sustained differentiation. Cellerant operates under a unique model that merges leading voices in clinical product evaluation and strategic partner companies to provide a menu of services from one easily accessible network.

### **About GreenMark Biomedical Inc.**

GreenMark is developing products that involve small sub-micron particles produced from food grade starch. These particles make an ideal carrier for medical and dental applications, given enzymes in our body and saliva degrade starch. Dental caries is the most prevalent chronic disease in the world, and GreenMark is developing ways to identify and better assess the disease in its early stages, monitor progression and to treat it noninvasively or non-surgically. The Company's LumiCare™ Caries Detection Rinse, to be used by dental professionals as part of the routine dental exam, contains fluorescently labeled starch particles that target the subsurface of carious lesions in enamel and illuminate them using a standard curing light found in every dental practice. The identification at early stages before cavitation will allow the use of non-surgical management options, resulting in less discomfort and improved long-term oral health outcomes for patients. GreenMark's team has also demonstrated the ability to load the essential minerals, depleted as a result of tooth decay, directly inside the small starch particles. Unlike fluoride products which seal the tooth's enamel surface, GreenMark's treatment products are designed to target and restore the enamel subsurface.

GreenMark Biomedical Inc. has an office located at 325 E. Grand River Avenue, Suite 314, East Lansing, MI 48823 and offices & lab facilities at 1600 Huron Parkway, Building 520, 2<sup>nd</sup> Floor, Ann Arbor, MI 48109. Contact: [info@greenmark.bio](mailto:info@greenmark.bio) or (517) 896-3665. For more information, visit [www.greenmark.bio](http://www.greenmark.bio).

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