

## Nobio's infinix<sup>TM</sup> Antibacterial Composites Recognized as a 2021 Best of Class Technology Award Winner

Kadima, Israel; September 9, 2021 — Nobio Ltd., inventor of the only FDA cleared antibacterial composites shown to significantly reduce demineralization, has been selected as a 2021 Cellerant Best of Class Technology Award recipient. The company's infinix line of advanced restorative materials is a second time award winner, having also been honored in 2020.

"During what is once again proving to be a very challenging year for the dental industry, each of these extraordinary companies and their award-winning technologies have earned the right to celebrate," said Dr. Lou Shuman, CEO of Cellerant and founder of the Best of Class Technology Awards. "I strongly encourage dentists to take the opportunity to engage with these companies and their innovations both virtually and in person."

"We are gratified that the Best of Class panel continues to recognize the clinical importance of infinix," said Prof. Ervin Weiss, DMD, Nobio's co-founder, and Dean Emeritus of the School of Dentistry of Tel-Aviv University. "The goal is providing long lasting bacterial inhibition at the restorative margins, preventing demineralization associated with the decay process, and ultimately reducing restoration failure due to secondary caries."

"There is so much innovation information to process each year," said Dr. John Flucke, DDS, Best of Class panel member. Flucke continues, "We do

our best to comb the industry and identify products with the greatest potential impact. We hope to help our colleagues, who are already juggling patient care, staff concerns, and so much else, to more easily decide what makes sense in their practices.”

The 2021 Cellerant Best of Class Technology Award is selected by a panel of the most prominent technology leaders in dentistry: Paul Feuerstein, DMD, Editor in Chief for Dentistry Today, John Flucke, DDS, technology editor for Dental Products Report, Marty Jablow, DMD, known as America’s technology coach, Pamela Maragliano-Muniz, DMD, editor-in-chief for Dental Economics, Chris Salierno, DDS, chief dental officer for Tend, and Lou Shuman, DMD, CAGS, founder and creator of the Best of Class Technology Award.

“The infinix family of restoratives is the first use case of a fundamental technology platform, that we see as applicable to a wide range of dental products,” said Ronen Raz, Nobio Chief Operation Officer. The infinix line includes, bulk-fil, universal, and flowable composites, as well as a universal light-cured bonding system, all incorporating Nobio’s patented QASi<sup>TM</sup> antimicrobial particle technology. “We appreciate what this recognition from this distinguished panel of thought leading clinicians says not only about infinix, but also about the broader promise of the Nobio platform.”

## **About Nobio**

Nobio is a material sciences company that redefines the field of antimicrobial products and solutions with its long-lasting, safe, and highly active novel particle technology. Nobio developed and is commercializing Infinix, the first line of dental materials with its revolutionary antimicrobial technology to address the main causes of dental treatment failure and tooth loss. Nobio is also working with leading medical, dental, consumer, and industrial manufacturers to bring long-lasting antimicrobial properties to a wide range of products and applications. For more information, visit [www.nobio.com](http://www.nobio.com)

## **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 in the community of manufacturers that are driving the discussion as to 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. Paul Feuerstein, Dr. John Flucke, Dr. Marty Jablow, Dr. Pamela Maragliano-Muniz, Dr. Chris Salierno, 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 2021 Award Winners, go to [www.cellerantconsulting.com/best-of-class](http://www.cellerantconsulting.com/best-of-class).

### **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.

#### **Nobio Press Contact**

Hanna Elbaz  
hanna@nobio.com  
www.nobio.com

#### **Cellerant Press Contact**

Stephanie Schulze  
Executive Consultant  
Cellerant Consulting Group  
Phone: 800-884-5707 x 111  
stephanie@cellerantconsulting.com  
www.cellerantconsulting.com