

CURRICULUM VITAE

MARTIN STEVEN GINIGER, DMD, MsD, PHD, FICD

CONTACT INFORMATION

Office Address: Martin Giniger, DMD, MsD, PhD, FICD
Martin Giniger & Company, Inc.
228 Park Avenue South Suite 51006
New York, NY 10003

Office Telephone: (646) 758-6625

Mobile Telephone (305) 923-8202

EDUCATION

Pre-doctoral Degree: Rutgers College, Rutgers University
New Brunswick, New Jersey
BA in Biology, With Honors, 1980
Minor in Economics and Marketing

Doctoral Degree: Fairleigh Dickinson University
School of Dental Medicine
Hackensack, New Jersey
DMD with Basic Science Award, 1984

Postdoctoral Degree: University of Connecticut
School of Dental Medicine
Farmington, Connecticut
PhD (1993) (Concentration in Chemistry and Oral Biology)
PhD Mentor was Chair of Department of Chemistry
3.99 GPA

Postdoctoral Certificate: University of Connecticut
School of Dental Medicine
Farmington, Connecticut
MsD in Oral Medicine, 1993

EMPLOYMENT HISTORY

2010 – 2014	President & Founder Martin Giniger & Company, Inc. New York, NY
2010 – 2014	President & Founder WITERx LLC Delray Beach FL
2008 – 2010	Chairman & Chief Science Officer Power Swabs Corporation & PSC Research Institute Beaverton, OR and Delray Beach, FL
2007 – 2008	Vice Chairman & Founder GRINrx Corporation New York, NY and Kirkland, WA
2006 – 2007	Chief Formulation Chemist (Independent Contractor) Discus Dental Corporation Culver City, CA
1996 – 2006	Associate Professor and Vice Chairman Department of Diagnostic Sciences University of Medicine & Dentistry of New Jersey Newark, NJ
2002	Director of Professional Relations (Part-time) Dexxon Corporation Edison, NJ 08837
1994 –1996	Director of Academic Marketing and Research Colgate-Palmolive Company Canton, MA and New York, NY
1993 –1994	Director of Medical Chemistry Services Louisiana State University School of Dentistry

1993 –1994 Assistant Professor
Joint Appointment: Oral Medicine / Physiology
Louisiana State University School of Dentistry
Louisiana State University School of Medicine

1989 – 1993 Clinical Scholar & Teaching Assistant
Department of BioStructure and Function
University Connecticut School of Dental Medicine

TOOTHPASTE & WHITENING GEL FORMULATION CONSULTING POSITIONS

Served as chief scientific consultant for Discus Dental from 2002 to 2005 and Go Smile, Inc from 2009 to the present time. Consultantships also include work for Church & Dwight, Procter & Gamble, Brite Smile, Trident Dental Labs, beConfidEnt, White Smile Global, Super Smile, Sunshine Health Products, Whitening Rx, Gorgeous White, WSD Labs, Group RSD, Clorox Corporation, and the Strategy & Consulting Group.

EXPERT WITNESS MATTERS INVOLVING TOOTHPASTES & WHITENING GELS

- Lead Expert United States of America Federal Trade Commission v. North Carolina State Board of Dentistry
- Lead Expert Witness Christina Collins v. Tanja D. Battle et al. [UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF GEORGIA]
- Lead Expert Rowpar Pharmaceuticals, Inc. and Micropure, Inc. v. Lornamead, Inc., Case No. 2:13-cv-01071-DGC, in the District of Arizona
- Lead Expert N8 Medical Inc. v. Colgate-Palmolive Company, Case No. 2:13-cv-01017, in the District of Utah
- Lead Craig Francis Szemple v. University of Medicine and Dentistry of New Jersey et al. [UNITED STATES DISTRICT COURT FOR THE DISTRICT OF NEW JERSEY CIVIL ACTION 2-10-cv-258-JMV-JBC}
- Lead Expert Institute for Justice v. Alabama State Board of Dentistry
- Lead Expert Institute for Justice v. Connecticut State Board of Dentistry

PROFESSIONAL LICENSURE (DENTISTRY)

New York, 051946

New Jersey, DI1476

Connecticut, 7102

Louisiana, P38 (Restricted Teaching License)

PRIVATE PRACTICE

2006 – 2015 Private Practice
Park Avenue, New York, NY

1995 – 2006 Center for Oral and Dental Health
Faculty Practice

1993 – 1994 LSU Medical Center, New Orleans, Louisiana
Faculty Practice

1985 – 1987 Iselin Dental Group, Iselin, New Jersey
General Practice

1984-1985 Staff Dentist
Trenton State Prison / Yardville Youth Correction Center

HOSPITAL APPOINTMENTS

1993 – 1994 Charity Hospital - Medical Center of Louisiana at New Orleans -
Medical Visiting Staff

1993 – 1994 LSU Medical Center - School of Dentistry - Director, Medical
Diagnostic Laboratory

1989 – 1993 UConn John Dempsey Hospital
Oral Medicine Resident

1984 – 1985 Beth Israel Medical Center, Newark, New Jersey
General Practice Residency

OTHER TRAINING & CLINICAL ROTATIONS

UConn John Dempsey Hospital Hematology/Laboratory Medicine
Dermatology/Dermatopathology
Bone Marrow Transplant Unit
Head and Neck Cancer Clinic

Infectious Diseases

Saint Francis Medical Center

Physical Diagnosis/Internal Medicine

LSU Charity Hospital

Outpatient/Inpatient Leukemia Unit
Bone Marrow Transplant Unit

Armed Forces Institute of Pathology

Oral Pathology

TEACHING RESPONSIBILITIES

UMDNJ – School of Dentistry

Course Director: Treatment Planning Clinic I
Course Director: Treatment Planning Clinic II
Course Director: Diagnostic Sciences Seminars I
Course Director: Diagnostic Sciences Seminars II
Director, Prevention Section, GPR program
Intro to Oral Epidemiology
Diagnostic Sciences I, II, III and IV
Sophomore Operative Dentistry

LSU – School of Dentistry

Course Director: Internal medicine
Course Director: Oral Diagnosis Screening Clinic
Course Director: Oral Diagnosis I
Clinical Preceptor: Oral Diagnosis III
Mini-Clinic Faculty Advisor

UConn – School of Dentistry

Lectures Given: Oral, Physical & Lab Evaluation
Lectures Given: General Pathology – Lecture
Clinic: Oral Diagnosis Screening Clinic – Clinical
Lecture Given: Nutrition in Public Health Policy

GRANTS

2004 – 2005

Healthcare Foundation of NJ (\$150,000) to cover all NJDS based
Community Activities

2003 – 2004

Healthcare Foundation of NJ (\$150,000) to cover all NJDS based
Community Activities

2001 - 2002	Healthcare Foundation of NJ (\$54,000) to cover all NJDS based Community Activities
1999 – 2000	UMDNJ Foundation to fund UMDNJ Special Olympics (\$17,000)
1998-1999	UMDNJ Foundation Grant (\$25,000) Community Service activities
1989 – 1993	N.I.H. Dentist /Scientist Award \$250,000 (4 years)
1987 – 1989	N.I.H. Oral Biology Training Grant \$20,000 per year (2 years)
<u>Other Grants</u>	
2005	Colgate – Palmolive Company Dentifrice, Mouthrinse and Toothwhitening Monetary and In-Kind Grants totaling approximately \$100,000

SPECIAL AWARDS

2000 – 2005	Special Olympics Community Service Awards
2004	UMDNJ Community Service Award
2001	Fellowship, International College of Dentists
2000	Awarded Faculty Membership in O.K.U. Honor Society
1993	Lester Burkett Award - American Academy of Oral Medicine
1984	Basic Medical Science Award - F.D.U. School of Dental Medicine

PROFESSIONAL MEMBERSHIPS

1984 – Present	American Dental Association International Association of Dental Research American Dental Education Association
2000 – Present	Omicron Kappa Upsilon
2001 – Present	Fellowship into the International College of Dentists
1989 – 2000	Organization of Teachers of Oral Diagnosis

American Society of Cell Biology

1993 – 1995

American Academy of Oral Medicine

American Association of Dental Schools

UNITED STATES PATENTS & PENDING PATENTS (Invented by Martin Giniger)

1	9,289,362	Foaming compositions and methods
2	9,271,902	Whitening system capable of delivering effective whitening action
3	8,580,232	Compositions for enhancing effects of other oral care compositions
4	8,377,421	Tooth glossing or finishing compositions for oral care
5	9,358,193	Whitening compositions and methods involving nitrogen oxide radicals (6/7/16)
5	20090004629	AESTHETIC DENTAL ARCH LAMINATES AND ADHESIVE
6	20080213719	Temperature Modified Oral Cleaning Device
7	20070122363	CORPoreal DELIVERY OF CAROTENOIDS
8	20070122362	HYDROGEL SHEETS AND SHAPES FOR ORAL CARE
9	20060239757	Application and/or carrying devices for oral care compositions
10	20060229226	Foaming compositions and methods
11	20060216256	Foaming oral care compositions of baking soda and vinegar
12	20060204455	Compositions for enhancing effects of other oral care compositions
13	20060204453	Oral care cleaning compositions and methods
14	20060198803	Whitening system capable of delivering effective whitening action
15	20060198799	Tooth glossing or finishing compositions for oral care
16	20060198797	Stand-alone or enhancer composition for oral care
17	20060198796	Whitening compositions and methods involving nitrogen oxide radicals
18	20060198795	Multi-component oral care compositions

PUBLICATIONS (JOURNALS)

M. Giniger. Clinical Study of Liquid-Filled Swab Cleaning and Whitening System. Journal of Dental Research. 93 (Spec Iss A): 1137, 2014.

Giniger M, Spaid M, MacDonald J, Felix H.A 180-day clinical investigation of the tooth whitening efficacy of a bleaching gel with added amorphous calcium phosphate. J Clinical Dentistry 2005(1):11-16.

Giniger, M. Spaid M. Felix H. MacDonald J. Ziemba S. A 180-Day Clinical Investigation of the Tooth Whitening Efficacy of a Bleaching Gel with Added Amorphous Calcium Phosphate. Journal of Clinical Dentistry. Volume 16, Issue 5, May 2005.

Giniger M, Macdonald J, Ziemba S, Felix H. The clinical performance of professionally dispensed bleaching gel with added amorphous calcium phosphate. JADA 2005 Mar;136(3):383-92.

Hu D, Zhang YP, Petrone M, Volpe AR, DeVizio W, Giniger M. Clinical effectiveness of a triclosan/copolymer/sodium fluoride dentifrice in controlling oral malodor: a 3-week clinical trial. Oral Dis. 2005;11 Suppl 1:51-3.

Silva MF, Giniger MS, Zhang YP, DeVizio W. The effect of a triclosan/copolymer/fluoride liquid dentifrice on interproximal enamel remineralization and fluoride uptake. J Am Dent Assoc. 2004 Jul;135(7):1023-9.

Ayad F, Giniger M, Stewart B, Proskin HM, Petrone M, Volpe AR, DeVizio W: Clinical comparison of the stain-removal efficacy of a novel liquid whitening gel containing 18% carbamide peroxide and a commercially available whitening dentifrice. Compendium of Continuing Education, October Special Issue 2002

Nathoo S, Giniger M, Proskin HM, Petrone M, Volpe AR, DeVizio W: Efficacy of a novel non-tray, paint-on 18% carbamide peroxide whitening gel. Compendium of Continuing Education in Dentistry, October 2002 Special Issue

Giniger M, Nathoo S, Chaknis P, Proskin HM, Petrone M, Volpe AR, DeVizio W:: Comparative three-week clinical tooth-shade evaluation of a novel liquid whitening gel containing 18% carbamide peroxide and a commercially available whitening dentifrice. Compendium of Continuing Education in Dentistry. Accepted for publication , October 2002 Special Issue

Triratana T, Rustogi KN, Volpe AR, DeVizio W, Petrone M, Giniger M: Clinical effect of a new liquid dentifrice containing triclosan/copolymer on existing plaque and gingivitis. *Journal of the American Dental Association*. 133(2):219-25, 2002 February

Nathoo S, Santana E, Zhang YP, Lin N, Collins M, Klimpel K, DeVizio W, Giniger M: Comparative seven-day clinical evaluation of two tooth whitening products. *Compendium of Continuing Education in Dentistry*. 22(7):599-604, 606; quiz 608, 2001 July

Singh SM, Battista GW, Petrone ME, Proskin HM, DeVizio W, Volpe AR, Giniger MS: The Comparative Plaque Removal Efficacy of Two Advanced Manual Toothbrush Designs in Two Independent Clinical Studies. Submitted to *American Journal of Dentistry* – Accepted for Publication 2002

Nathoo S, Santana E, Zhang YP, DeVizio W, Volpe AR, Giniger MS: Comparative Seven-Day Clinical Evaluation of Two Tooth Whitening Products. *Compendium*, 22(7):599- 608, 2001

Feldman, CA, Giniger, MS, Sanders, RM, Saporito, RA, Zohn, HK, Perlman, S: Special Olympics, Special Smiles: A Field Report of an Oral Care Program at the Special Olympics, *JADA*, 128: 1687-1695, 1998

Giniger MS, Chandrasekaran S, Tanzer ML: Oligomannosides initiate cell spreading of laminin-adherent murine melanoma cells, *J Biol Chem*, 269: 3356-3366, 1994

Giniger MS, Chandrasekaran S, Tanzer ML: Characterization of oligomannoside binding to the surface of murine melanoma cells. Potential relationship of oligomannoside-initiated cell spreading, *J Biol Chem* 269: 3367-3373, 1994

Barasch, A, Mosier, KM, Giniger, MS, Ascensao J, Peterson DE: Postextraction osteomyelitis in a bone marrow transplant patient, *OOO*, 75(3):391-396, 1993

Tanzer ML, Giniger MS, Chandrasekaran S: Laminin oligosaccharides play a pivotal role in cell spreading, *Cell Behavior: Adhesion and Motility* 2(1):147-154, 1993

Giniger MS, Chandrasekaran S, Dean JW, Tanzer ML: The role of laminin carbohydrates on cellular interactions, *Kidney International*, 43(1):66-72, 1993

Giniger MS, Bronner FA, Lorenzo JA, Sousa S, Norton L: A human periodontal ligament fibroblast releases a bone resorption inhibition factor in vitro, *J Dent Res*, 70(2):99-101, 1991

Chandrasekaran S, Dean JW, Giniger MS, Tanzer ML: Laminin carbohydrates are implicated in cell signaling, *J Cell Biochem*, 40:115-124, 1991

BOOKS / CHAPTERS

Giniger, MS: Dental Caries Prevention, *Nutrition Policy in Public Health*, Ed. Felix Bronner, pp. 207-231, Springer Publishing Company, New York, 1997

Tanzer ML, Giniger MS, Dean JW, Chandrasekaran S: The role of glycosylation in adhesive protein function, In *Cell Surface and Extracellular Glycoconjugates; Structure and Function*, Eds Roberts DD and Mecham RP, pp. 271-308, Academic Press, San Diego, 1993

ABSTRACTS

M. GINIGER, M. SPAID, M. GREENE, and B. OLSON. Whitening and Extrinsic Stain Removal Efficacy of Portable Liquid Toothbrush. Abstract 2006. Brisbane, Australia.

M. SPAID, and M. GINIGER. Effect of Adjunctive Universal Whitening Enhancer on Enamel and Dentin. IADR Abstract 2006. Brisbane, Australia.

M. GINIGER, H. FELIX, J. MACDONALD, S. ZIEMBA, and M. SPAID. Tooth Surface Enhancement By a 16% Carbamide Peroxide Take-Home Bleaching Gel. *Journal of Dental Research*. 84 (Spec Iss A): 1793, 2005

M. SPAID, and M. GINIGER. Whitening Efficacy of an Alkaline Effervescent Peroxide Foam. IADR Abstract 2006. Brisbane, Australia.

M. GINIGER, H. FELIX, J. MACDONALD, S. ZIEMBA, and M. SPAID. Clinical Performance of Professional Tray Bleaching Gel with Added ACP. IADR Abstract 2005. Baltimore, Maryland.

Drew, CP, Giniger MS, Matheson P, Perlman S, Feldman CA: Evaluating Tobacco Use Among Special Olympics Athletes. *J Dent Ed* 65 (1), p.38 #73, 2001

Matheson P, Slifer M, Feldman CA, Giniger MS, Perlman S: The Oral Health of Special Athletes and Dental Care. Submitted to *J Dent Res* (IADR Abstract), 2000

Drew C, Matheson P, Giniger MS, Perlman S and Feldman CA: Evaluating Tobacco Use Among Special Olympics Athletes. *Submitted to ADEA for poster presentation in September 2000*

Panagakos FS, Holtzman JM, Sanders RM, Giniger MS, and Desjardins P: Attitudes of First Year Dental Students Regarding Bloodborne Pathogens. *J Dent Res* 77 (special issue B), p.790 #1266, 1999

Holtzman JM, Panagakos FS, Sanders RM, Giniger MS, and Desjardins P: Dental Education, Dental Fear and Critical Thinking Skills: a baseline report. *J Dent Res* 77 (special issue B), p.834 #1622, 1999

Matheson P, Feldman CA, Giniger MS, and Perlman S: Oral Health Status of a Population of Special Olympics Athletes. *J Dent Res* 77 (special issue B), p.702 #564, 1999

Calem B, Giniger MS, Feldman CA: Comparative Assessment of Methods of measuring Tooth Lightness . *J Dent Res* 76 (special issue), p. 71 #464, 1999

Zohn HK, Feldman CA, Sanders M, Saporito RA, Perlman SP, and Giniger MS: New Jersey Special Olympics: Special Olympics, Special Smiles. *J Dental Education* 61 (2), p. 208 #95, 1998

Giniger MS, Chandrasekaran S, Dean JW, Tanzer ML: Oligomannosides initiate cell spreading of laminin-adherent murine melanoma cells, 33rd Annual Meeting of the American Society for Cell Biology, November, 1993

Giniger MS, Chandrasekaran S, Dean JW, Tanzer ML: Melanoma cell spreading is initiated by cellular recognition of high mannose oligosaccharides, Annual Meeting of the American Academy of Oral Medicine, May, 1993

Giniger MS, Chandrasekaran S, Dean JW, Tanzer ML: B16F1 Melanoma cell spreading on laminin is initiated by cellular recognition of high mannose oligosaccharides, 13th Annual Meeting of the East Coast Connective Tissue Society, March, 1993

Giniger MS, Chandrasekaran S, Dean JW, Tanzer ML: High mannose oligosaccharides restore melanoma cell spreading, 32rd Annual Meeting of the American Society for Cell Biology, November, 1992

Tanzer ML, Giniger MS, Chandrasekaran S: Cell spreading is mediated by mannosyl oligosaccharides, 46th Annual Society for Experimental Biology Symposium, September 28, 1992

Giniger MS, Chandrasekaran S, Dean JW, Tanzer ML: Cell spreading is restored by laminin carbohydrates, 12th Annual Meeting of the East Coast Connective Tissue Society, March 13, 1992

Giniger MS, Chandrasekaran S, Dean JW, Tanzer ML: Cell spreading is restored by laminin carbohydrates, 11th Annual Meeting of East Coast Connective Tissue Society, March 23, 1991

Giniger MS, Chandrasekaran S, Dean JW, Tanzer ML: Cell spreading is restored by laminin carbohydrates, J Dent Res, 70(abstracts):193, 1989

Giniger MS, Bronner FA, Lorenzo JA, Sousa S, Norton LA: Cloned human fibroblasts J from the periodontal ligament release a bone resorption inhibition factor, J Dent Res, 68(abstracts):193, 1989

Giniger MS, Bronner FA, Lorenzo JA, Sousa S, Norton LA: Cloned human fibroblasts J from the periodontal ligament release a factor that inhibits bone resorption. J Bone Mineral Res, 3:s222, 1988