

June 2017

MEDIA RELEASE
FOR IMMEDIATE RELEASE

NEW Systema^{TOOTHBRUSH} SUPER THIN

NEW TECHNOLOGY FROM JAPAN

40% Thinner Brush Head*

3mm Super Thin Toothbrush	5mm Ordinary Toothbrush
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7X more plaque removal at back teeth[^]

Super Thin Toothbrush vs Ordinary Toothbrush

7X more plaque removal at back teeth[^] | Hard to reach back teeth

Super Deep Reach for Super Clean Teeth!



Back teeth have high risk of cavities as plaque can be accumulated at the grooves area.

SYSTEMA, **No. 1 Toothbrush Brand in Japan⁺⁺**, brings you the latest technology from Japan - **NEW Systema Super Thin Toothbrush**. Using Lion Japan's precision technology, Systema Super Thin Toothbrush's brush head is 40% thinner* to help remove 7 times more plaque at back teeth[^].

FEATURES OF BRISTLES

- Spiral Tip Bristles help remove >38% more plaque on teeth surface^{**}
- Charcoal Bristles inhibit >99.9% bacterial growth on the bristles[†], dry quickly and stay dry easily
- Super-Tapered Soft & Slim Bristles can penetrate into deep spaces between teeth & gums, removing plaque effectively without hurting the gums

Use with Systema Gum Care Toothpaste, Gum Care Mouthwash, Interdental Brush & Gel and Floss for complete gum protection!

Importance of Gum Health

Healthy gum is the foundation of healthy teeth. Healthy gums hold teeth in place at the root firmly. Poor gum care can lead to gum disease and tooth loss.

What is Gum Disease?

Gum disease is an infection of the gums, supporting tissues and bones which hold the teeth. It is caused by the build up of bacteria and dental plaque around the gums. Left untreated, it damages the gum tissues. Once gum tissues are damaged, the condition is irreversible.

Gum disease is infectious and can increase risk of other health conditions such as contribution to development of heart disease, increase risk of stroke, women's risk of pre-term births and diabetes. Many are unaware that gums bleed even with gentle toothbrushing is one of the early symptoms of gum disease. Other early symptoms include persistent bad breath, red & swollen gums and receding gums.

Retail Price

Systema Super Thin Toothbrush (Compact/Regular): \$7.95/pc

Available in all leading supermarkets and retail outlets.

**Based on Japan's INTAGE SRI Retailer Tracking Data Value Sales, CY2016

**As compared to regular toothbrush bristles based on Lion lab test

#As compared to ordinary toothbrush.

^As compared to ordinary toothbrush of regular brush head size.

+Bacteria refers to Staphylococcus aureus and Escherichia coli. The bristles do not kill bacteria in mouth or protect you against disease.

LION CORPORATION SINGAPORE

Since its inception in 1982, Lion Corporation Singapore Pte Ltd, a wholly owned subsidiary of Lion Corporation Japan, has marketed an extensive collection of successful brands and innovative products across various segments. Lion products are reputable household names, symbolic with superior, environmentally friendly products that promote health and cleanliness, to help people with more comfortable lives.

Existing brands in LION's comprehensive range of products include Mama Lemon Dishwashing Liquid, TOP Detergent, Essence Delicate Laundry Detergent, Look Detergent, Shokubutsu Body and Facial Foam, Kirei Kirei Anti-bacterial Hand and Body Soap, Kodomo Baby and Children toiletries, Kodomo Children Oral Care, Systema Advanced Gum Care System, Fresh & White and Zact Toothpastes. All of these products enjoy high brand awareness and major shares in their respective markets.

For more information: visit <http://www.lioncorp.com.sg>

[Contact details]

For product enquiry, please email to marketing@lioncorp.com.sg