

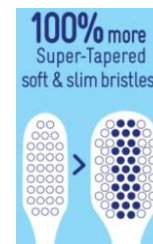
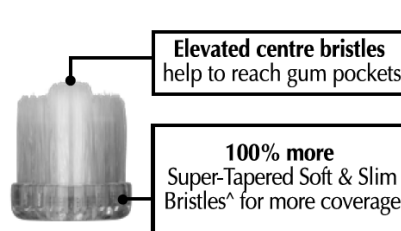
January 2017

MEDIA RELEASE
FOR IMMEDIATE RELEASE

MADE IN JAPAN **Systema** ^{Toothbrush} **HAGUKI PLUS**
 (GUM CARE)



With Singaporean's rising gum care demand, SYSTEMA, No. 1 Toothbrush Brand in Japan⁺, brings you the newest trend in Japan - **NEW Systema Haguki Plus Toothbrush**. Recommended by Japan Dental Association, Systema Haguki Plus Toothbrush provides **more coverage of teeth and gums for super-efficient thorough clean and extra comfortable on your gums with:**



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 Haguki Plus Toothbrush (Soft/Ultra Soft): \$7.95/pc

Available in all leading supermarkets and retail outlets.

¹INTAGE SRI, No. 1 Company in Oral Care Category, Value Sales, Nov 15 – Oct 2016

²as compared to Systema Toothbrush (Compact)

³Based on Japan's INTAGE SRI Retailer Tracking Data Value Sales, CY2015

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