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MEDIA RELEASE

FOR IMMEDIATE RELEASE

NEW Mama Royal Natural Concentrated Dishwashing Liquid[^] Suitable for Sensitive Skin



Royal care for your delicate hands!

Cooking for your loved ones is one of the finest joys in life. The care and appreciation you put into every recipe should also apply to the way we wash our dishes. However, for some of us with sensitive skin, dishwashing liquids often cause discomfort and take the pleasure out of preparing our meals.

Using advanced technology from LION Japan, and developed by Mama Lemon, No.1 Dishwashing Liquid Brand in Singapore+, **Mama Royal Natural Concentrated Dishwashing Liquid[^]**, made with **Biodegradable and 100% plant-based ingredients***, is:

- **Suitable for Sensitive Skin**
- **Environmentally-friendly with Green Label Certification**
- Quick rinse formula and remove grease effectively
- Free from alkylphenol ethoxylate, synthetic dyes, optical brighteners, EDTAs, halogenated hydrocarbons, chemicals colourants or dyes

Retail price:

Mama Royal Natural Concentrated Dishwashing Liquid 500ml (Citrus Blossom/Fresh Jasmine Green):
\$3.90 per bottle

Available in all leading supermarkets and retail outlets.

^Compared to ordinary dishwashing liquid

**Refers to surfactants*

+Mama Lemon Dishwashing Liquid is Singapore's No. 1 Selling Dishwashing Liquid. Based on Nielsen Retail Audit data, as at MAT Dec 2018.

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 enquiry@lioncorp.com.sg