

May 2016

MEDIA RELEASE
FOR IMMEDIATE RELEASE

Unconditional Love for Your Little Ones WITH **NEW** KODOMO BABY WIPES RANGE



*No one knows your baby like you and Kodomo. That is why **Lin Peifen, Mediacorp YES 933 DJ** and proud mother of Luke trusts Kodomo would keep her baby healthy and happy with the wide range of products.*

As Kodomo continues to provide unconditional love for the little ones, Kodomo introduces the **new Baby Wipes range** that is formulated to provide parents with the ease of mind and keeps the little bundle of joy clean, fresh and comfortable:

- **Fragrance-free, Paraben-free, Alcohol-free and Soap-free**
- **Made from high-quality, tear resistant, non-woven fabric for an ultra-soft cloth-like feel**
- **Gently cleanses without stripping skin's natural moisture with pH-balanced formulation**



Available in 2 variants for baby's different needs:

Variant	Product USP
<p style="text-align: center;">Refreshing</p> 	<ul style="list-style-type: none"> • Provides a mild & natural soft cloth-like feel, leaving skin feeling revitalized • Available in 70sheets Triple Pack
<p style="text-align: center;">Moisturizing</p> 	<ul style="list-style-type: none"> • Enriched with Aloe Vera and Chamomile extracts, it helps to soothe and moisturize baby's delicate skin, leaving it soft and supple • Thick & Soft material than Refreshing • Available in 64sheets Triple Pack

Retail Price: S\$8.97. Available in leading supermarkets and retail outlets.

KODOMO, for Happy Babies & Loving Mums

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