

May 2016

MEDIA RELEASE
FOR IMMEDIATE RELEASE



NANOX

Ultra Concentrated Liquid Detergent

**Removes Invisible Odour-Causing Stain*
For A Deep-Inside Clean**



Do you wonder why despite diligent daily washing, your clothes never seem to get really clean? Sometimes odour can still be detected on your clean laundry even after just washing. There could be invisible stains remaining on your clothes. With Singapore's hot and humid climate, and living the physically active modern lifestyle, one is inevitable to perspire and leave behind stains onto clothes, even without us noticing!

Invisible stain refers to stain that can be colourless at the time of contact with the fabric or disappears when it dries up. But unfortunately, the stain is still there, hidden deep in the fabric. Stain trapped inside clothes fibres are difficult to be removed. When it build up in your clothes, stubborn odours as well as dullness and yellowing in clothes occur even after being washed.

In line with Lion's corporate philosophy to provide superior products that offers solution in the daily lives of people, Lion leads in with Smart Living through Lion Japan Nano-Washing Technology by introducing a new range of ultra-concentrated products which sets a new performance standard in the dishwashing and laundry category.

TOP, No. 1 Brand for Total Laundry Detergent in Singapore, is pleased to announce the new launch of TOP NANOX Ultra Concentrated Liquid Detergent, which provides practical solutions to laundry problems and lifestyle challenges of today's consumers in Singapore.

TOP NANOX Ultra Concentrated Liquid Detergent features excellent detergency to remove tough stains and invisible odour-causing stain* trapped inside clothes fibres for a deep-inside clean.

Made in Japan

TOP
Ultra Concentrated Liquid Detergent

NANOX
Ultra Concentrated Liquid Detergent

Penetrates fibres to remove stain that causes odour for a deep-inside clean

AFTER-WASH PERFORMANCE
Cross-sectional view of clothes fibre**

Ordinary Liquid Detergent
Stain remaining inside the fibre causing odour

NANOX
Stain removed more thoroughly by MEE+ - Lion's proprietary high-detergency plant-based washing ingredient

LION JAPAN NANO-WASHING TECHNOLOGY
ナノ洗浄テクノロジー

*Methyl Ester Ethoxylate **Visual representation

With Lion Japan Nano-Washing Technology, it uses proprietary high-detergency plant-based washing ingredient MEE+, that deeply penetrates into clothes fibres to break down stains to the nano level to be easily washed away, hence achieving more superior washing performance results compared with ordinary liquid detergent— with 4 times less washing dosage#!

TOP NANOX Ultra Concentrated Liquid Detergent is suitable for Indoor Drying, and also comes with Anti-mite dust formula, to remove 99.9% of mite dust from your laundry**. It is suitable for both top-loading and front-loading machines, and can be use on a Quick Wash cycle and One Rinse cycle mode^.

TOP NANOX Ultra Concentrated Liquid Detergent 450g

Variant	Deo Bright	Anti-Bacterial
		
Unique Selling Benefits	<ul style="list-style-type: none"> - Prevents yellowish stains and restores original brightness - Delivers superior deodorising after-wash effect - Leaves a lingering refreshing citrus fragrance 	<ul style="list-style-type: none"> - Provides anti-bacterial protection - 100% natural tea tree oil, known for its antiseptic benefits - Leaves a fresh botanical fragrance

- ❖ Retail Price at \$6.95 for 450g bottle
- ❖ Available in all leading supermarkets and retail outlets, from May 2016 onwards

+ Methyl Ester Ethoxylate

* Invisible stain refers to common body oil

Compare to TOP Liquid Detergent in Singapore

**Test conducted by ITEA, Japan

^ Tested on washing machines in Japan

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 enquiries, please email to: marketing@lioncorp.com.sg