

May 2018

MEDIA RELEASE
FOR IMMEDIATE RELEASE



Developed by Lion – Japan’s No. 1 Oral Care Company*, New Systema Super Smile Toothbrush & Toothpaste are professionally designed for 8+ years old to help them properly clean & care for milk teeth, permanent teeth and tender gums.

Systema Super Smile Toothpaste

Clinically proven to help provide **4X better gum protection[^] & Superior cavity prevention with fluoride (1000ppmF)**



Using Japan's Advanced Dental Technology, Systema Super Smile Toothpaste is clinically proven 4X better in helping to prevent gum problems with IPMP & GK2[^] and provides superior cavity prevention with fluoride ion of 1000ppmF. Suitable for age 8+ (mix of milk & permanent teeth)



[^]as compared to ordinary toothpaste

Systema Super Smile Toothbrush

Professionally designed to clean mix teeth and tender gums! **Super Slim & Small Brush Head** for better reach & effective thorough clean



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 Smile Toothbrush (Compact/Super Compact): \$3.85 each

Systema Super Smile Toothpaste 60g (Strawberry Rush/Bubble Burst): \$3.85 each

Available in all leading supermarkets and retail outlets.



*Based on Japan's INTAGE SRI Retailer Tracking Data Value Sales, CY2017

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