

September 2017

MEDIA RELEASE

FOR IMMEDIATE RELEASE

**NEW Kyusoku Jikan – Relaxing Leg Care
(Made in Japan)**



Kyusoku Jikan Cooling
Leg Gel Pad (6 Sheets)



Kyusoku Jikan Cooling
Foot Gel Pad (12 Sheets)



Kyusoku Jikan Moisturizing
Heel Gel Pad (8 Sheets)

First Step to Comfort!

A long day of walking, standing, strutting around in high heels or doing sports often lead to sore and achy legs and sometimes rough and dry heels.

Introducing the **No.1 in Japan*** Kyusoku Jikan Relaxing Leg Care products from Japan!
Kyusoku, means Legs Relaxation in Japanese.

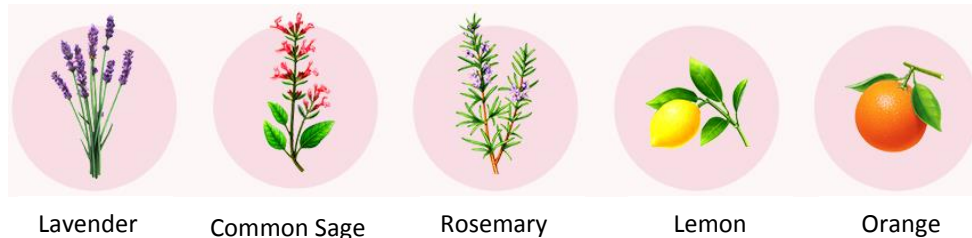
Formulated with natural aromatic fragrances that pamper your legs, feet and heels, it brings comfort and beauty for your leg. It is gentle on skin, easy and convenient to use as all you need is to stick the gel pad on and leave it on till the next morning, waking up to a pair of refreshed and rejuvenated legs to kick-start a new day.

**No.1 Selling Cooling Leg Pad in Japan. Based on Lion Corporation Japan data. Cooling Leg Pad category value sales, January 2013 – December 2016.*

Kyusoku Jikan Cooling Leg Gel Pad (6 Sheets)



- A moisture rich sheet that cools your legs through the vaporization of water, helps to care for your tired legs after a long day of standing, walking, wearing high or doing sports.
- Formulated with 5 aromatic oil fragrances, it also relaxes your senses while pampering your legs.
- The adhesive is gentle on your skin and adheres firmly to the leg till the next morning.
- 6 sheets per pack
- Retail Price: \$7.50/pack
- Available at Watsons Personal Care stores



Lavender

Common Sage

Rosemary

Lemon

Orange

Kyusoku Jikan Cooling Foot Gel Pad (12 Sheets)



- Soothes and comforts tired feet naturally with protrusions that help to stimulate the acupuncture points on your soles
- Formulated with 5 aromatic oil fragrances (Lavender, Sage, Rosemary, Lemon, and Orange) and high cooling water content gel pad to provide a refreshing and relaxing experience
- Gentle on skin, easy and convenient to use
- Suitable to use after long hours of standing, walking, wearing high heels or doing sports
- 12 sheets per box
- Retail Price: \$18.95/pack
- Available at Watsons Personal Care stores



Lavender

Common Sage

Rosemary

Lemon

Orange

Kyusoku Jikan Moisturizing Heel Gel Pad (8 Sheets)



- It helps to make dry and rough heels feel smooth, supple and moisturized naturally with overnight use
- Smooths rough skin around the heels with Fruit Acid
- Moisturizes dry heels with high content gel pad and Jojoba Oil
- Soothing Lavender and Marigold fragrance
- Unique flower shape fits well to the arch of heels
- Gentle on skin, easy and convenient to use
- 8 sheets per pack
- Retail Price: \$18.95/pack
- Available at Watsons Personal Care stores

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