

August 2019

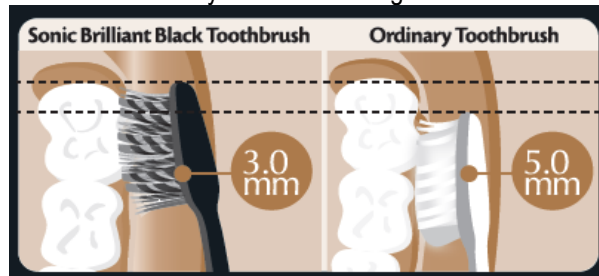
**MEDIA RELEASE**  
**FOR IMMEDIATE RELEASE**

## NEW SYSTEMA Sonic Brilliant Black Toothbrush



Japan's No. 1 Sonic Toothbrush brand\*\* – Systema introduces New Sonic Brilliant Black Toothbrush which helps provide up to **7 times better cleaning ability\***. It has:

- The only **Super Thin Brush Head** for Battery Powered Toothbrush in current market! **40% thinner brush head^** that helps to reach wisdom tooth easily for more thorough clean



- **Charcoal Spiral Super-Tapered Soft & Slim bristles** that inhibit >99.9% bacterial growth on the bristles+, dry quickly and stay dry easily
- **Sonic wave vibration** that assists to remove plaque effectively while gentle on gums

**Compact Brush Head. Silent design. Lightweight. Easy to use. Slim Neck.**

Replaceable Brush head sold separately

## **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 Sonic Toothbrush (Compact/ Regular): \$29.90/pc

Systema Sonic Toothbrush Refills (Compact/ Regular): \$16.90/pc

Available in all leading supermarkets and retail outlets.

\*\*INTAGE SRI, Systema is No.1 Brand in Sonic Toothbrush Category (except for Ionic Toothbrush) in Japan, Unit Sales, Jan 2011 - Dec 2018  
\*as compared to ordinary manual toothbrush, for cleaning in between teeth. Based on Lion lab test. <sup>a</sup>as compared to ordinary toothbrush.  
+Bacteria refers to Staphylococcus aureus and Escherichia coli. The bristles do not kill bacteria in mouth or protect you against disease.

## **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]**

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