

LION Celebrates 40 Years in Singapore

At Home With Health And Hygiene

Cook and feast with peace of mind. Mama Lemon, Singapore's No. 1 Selling Dishwashing Liquid¹, is super-degreasing and its Anti-Bacterial range helps kill 99.9% of harmful bacteria² while being gentle on the hands and safe for your family.

Snuggle into crisp cool sheets and take on the world in clean clothes with TOP, No. 1 Total Laundry Detergent Brand in Singapore³. TOP Powder Laundry Detergent (Anti Bacterial) effectively eliminates 99.9% of bacteria.

Protect yourself and your family with Kirei Kirei Anti-Bacterial Foaming Hand Soap because its rich creamy foam cleanses more gently and thoroughly. Kirei Kirei, Japan's No. 1 Hand Soap Brand⁴.

Celebrate a lifestyle of health with good hygiene practices from a selection of Lion Anti-Bacterial products.



¹ Based on NielsenIQ Retail Audit as at MAT Dec 2020

² Tested by Japan Kaken Center

³ Based on NielsenIQ Retail Audit as at MAT Mar 2022

⁴ Japan's No. 1 Hand Soap Series INTAGE SRI, Hand Soap Values, CY2021.



Treat Yourself With Tender Loving Care

Cuddle yourself in clothes as comfortable as your second skin. TOP Concentrated Liquid Detergent (Super Low Suds Sensitive Care) has been dermatologist tested suitable for sensitive skin⁵. Lion Japan's advanced formula effectively removes tough stains, unpleasant odour and 99.9% mite dust⁶.

Caress the hands that do the dishes. Mama Royal Natural Concentrated Dishwashing Liquid⁷ uses bio-degradable & 100% plant-based ingredients⁸ and is recommended by dermatologists for sensitive skin.

Embrace your delicate skin. Kirei Kirei Gentle Care Anti-Bacterial Foaming Hand Soap is free from 13 additives⁹ and has been dermatologically tested to be gentle on delicate skin.

Make it a habit to treat yourself with Lion's tender loving care.



⁵ Avoid prolong contact with detergent

⁶ Mite dust is dust mites' waste matter

⁷ Compared to ordinary dishwashing liquid

⁸ Refers to surfactants

⁹ Free from 13 additives (7 types of Parabens, Triclosan, Triclocarban, Chloroxyleneol, DMDM hydantoin, Quaternium-15, 2-Bromo-2-Nitropropane-1,3-Diol)

Keep Love Safe

KODOMO Baby Care is one of the most trusted brands among mothers. KODOMO Baby Bath uses safety fragrance that is tested to International Dermatological Standards. It is pH balanced, soap free and paraben free.

KODOMO Extra Shield Children's Toothpaste Natural contains 95% natural origin ingredients and helps prevent tooth decay, safely.

Like you, Lion will do everything to keep the love of our life safe.



Live Beautifully

Start the day with an invigorating shower. Shokubutsu, one of the leading brands of body foam in Singapore, uses the revitalising power of natural extracts to give you healthier skin that will keep you glowing.

Slough off the day's stress with Shokubutsu hadakara Body Wash. Its uniquely creative moisture-binding technology¹⁰, keeps your skin as supple as a child's.

Breeze through your day with well-moisturised and itch-free skin. SunoHada Quick Itch Relief Moisturizing Mist is clinically proven to relieve dryness and itch in one minute¹¹.

Live beautifully in every little way. With Lion.



¹⁰ The body soap formulation which enhances adsorptivity of cationic polymer to skin by the combination of Phenoxyethanol and Polyoxyethylene Cetyl ether in the adsorption mechanism by decoding of soap and cationic polymer. Lion Corporation Japan surveyed Mintel Japan's product database on December, 2015.

¹¹ Based on result of clinical study managed by Dermatologist.

Innovative care. Making everyday moments a celebration.

Lion Corporation (Singapore) Pte Ltd, a wholly-owned subsidiary of Lion Corporation Japan, is committed to improving your daily routines for happier and healthier lives. For 40 years, we have taken pride in looking after your everyday needs, providing innovative solutions & outreach to encourage and enhance good habits. So you'll always come home to good health, safety and clean comfort. With Lion's innovation and care, everyday living becomes wonderful moments of celebration.

Smiles That Light Up Your Life

Systema offers a complete range of gum care products for a healthier you. Using precise dental technology from Japan, Systema Gokujo toothbrush, with its 40% thinner¹² & 40% wider¹³ compact brush head, gives you better coverage and deeper reach. Systema toothpaste and alcohol-free mouthwash help kill gum problem causing bacteria.

Enjoy close, loving moments with your loved ones with confidence. NONIO Mouthwash helps prevent bad breath to give you long-lasting fresh breath.

Lion, Japan's No. 1 Oral Care Company¹⁴, keeps you smiling.



¹² as compared to ordinary toothbrush

¹³ as compared to Systema Gum Care Toothbrush (compact)

¹⁴ INTAGE SRI+, Japan's No.1 Company in Oral Care Category, Value Sales, CY2021.



Protecting Our Earth And Your Tomorrows

At Lion, we believe in making a positive difference to our environment and contributing towards sustainability.

Many of our products are environmentally-friendly and we encourage environmentally-friendly habits like buying refills to reduce the use of plastic, utilising Lion's Nano-Washing Technology with TOP NANOX Ultra Concentrated Liquid Detergent & Mama Magica Ultra Concentrated Dishwashing Liquid for a shorter, more effective cleaning process to save water.

Together, we can contribute towards saving our Earth and protecting your tomorrows. Because looking into the face of a flower, breathing in the stillness of towering trees are also magic moments in everyday living.



Thank You for letting us make a difference in your everyday life, now and beyond.

WIN \$40,000 WORTH OF CASH AND PRIZES!
With \$10 purchase of LION products. Contest period: 23 Jun – 12 Sep 2022
*Terms & Conditions apply. Visit www.lioncorp.com.sg or scan the QR Code for more details.



LION 狮王

欢庆40周年

在新加坡成立

创新关爱 优化生活

狮王（新加坡）私人有限公司——日本狮王独资子公司，秉承着优化生活的承诺，使您的日常生活过得更愉悦、更健康。40年来，让我们引以为荣的是我们的创新方案与推广活动，在促进良好卫生习惯方面起着积极的作用，让居家生活更为健康、安全、洁净与舒适。狮王的创意与关爱，为您每天的生活增添更多欢乐时刻。

卫生健康居家乐

安心做饭享用美食，高效清除油渍的工作就留给新加坡第一畅销的碗碟洗洁剂品牌¹——妈妈柠檬。其抗菌配方能消灭99.9%有害细菌²，同时也呵护您的双手，照顾家人的饮食安全。

要轻轻松松拥有光鲜柔软的干净衣物，新加坡第一衣物洗涤品牌³的TOP是您的首选。它的抗菌配方洗衣粉具有除菌功效达99.9%。

Kirei Kirei 抗菌泡沫洗手液浓密的泡沫性质温和，能更彻底地清洁双手，给您和家人全方位的抗菌防护。Kirei Kirei 是日本第一畅销洗手液品牌⁴。

卫生健康居家乐，就从狮王抗菌产品系列开始。



¹ 根据尼尔森IQ MAT 截至2020年12月零售审计数据

² 通过日本 Kaken 测试中心验证

³ 根据尼尔森IQ MAT 截至2022年3月零售审计数据

⁴ 日本第一洗手液系列 INTAGE SRI洗手液销售额，CY2021



安全呵护爱满满

KODOMO 婴儿护理产品一直以来深得妈妈们的信赖。

KODOMO 婴儿沐浴露采用经国际皮肤专科标准测试的安全香料研制，酸碱度平衡，无皂配方。

KODOMO Extra Shield 天然儿童牙膏，含有95%天然成分，有效帮助预防蛀牙。

狮王和妈妈一样竭尽所能让孩子健康成长。



灿烂笑容展自信

Systema 完整牙龈护理产品让您露出健康的微笑！采用日本精准护齿科技，Systema Gokujo 牙刷备有40%更薄¹²及40%更宽¹³的小型刷头，提供更大的覆盖面积及轻易刷达后齿，全面彻底洁净口腔。Systema 牙膏和无酒精漱口水也有助于去除导致牙龈问题的有害细菌。

与亲近的人亲近时充满自信。NONIO 漱口水有助预防口臭，保持您的口气持久清新。

狮王，日本第一口腔护理厂商¹⁴ 让您展现更灿烂的笑容。



¹² 与普通牙刷比较

¹³ 与Systema牙龈护理牙刷（小型）比较

¹⁴ INTAGE SRI+, 日本第一口腔护理厂商，销售额，CY2021

温柔爱心宠自己

由于衣服紧贴皮肤，因此对衣服的舒适和洁净不得不讲究。TOP 超低泡沫敏感呵护浓缩洗衣液，经皮肤专家测试适合敏感肌肤⁵，它不仅呵护肌肤，还能有效去除顽固污渍，抗臭和消除99.9%螨尘⁶。

别忽略了清洗碗碟的双手。妈妈柔液天然浓缩碗碟洗洁剂⁷，采用可生物降解及100%植物成分配制⁸，且获得皮肤专家推荐，适合敏感皮肤使用。

经皮肤专家测试的Kirei Kirei温和配方抗菌泡沫洗手液不含13种添加剂⁹，可温柔地呵护娇嫩的双手。

养成良好的护肤习惯，体验狮王对您的关爱。



⁵ 避免与洗衣液长时间接触

⁶ 螨尘是尘螨的排泄物

⁷ 与普通碗碟洗洁剂比较

⁸ 指表面活性剂

⁹ 不含13种添加剂 (7 types of Paraben, Triclosan, Triclocarban, Chloroxylenol, DMDM hydantoin, Quaternium-15, 2-Bromo-2-Nitropropane-1,3-Diol)

肌肤洁净添姿彩

洗个澡开始活力充沛的一天。新加坡领先的沐浴露品牌之一，Shokubutsu 植物物语采用由天然萃取的活肤配方，肌肤看起来更健康又容光焕发。

让植物物语 hadakara 沐浴露一并洗掉您的疲劳。它独特的锁水科技¹⁰让您拥有如婴儿般柔嫩的肌肤。

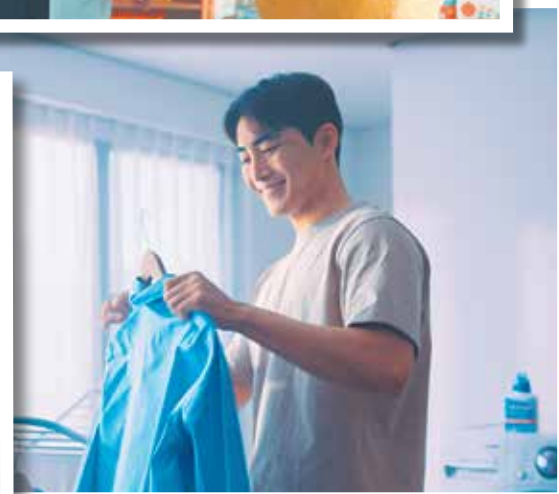
全天候滋润皮肤，防止皮肤瘙痒。SunoHada 快速止痒保湿喷剂，经临床证实可在一分钟内缓解皮肤干燥及瘙痒¹¹。

与狮王共享生活中美丽的点点滴滴。



¹⁰ 沐浴皂的配方增强肌肤吸收阳离子聚合物，其锁水科技结合 Phenoxyethanol 和 Polyoxyethylene Cetyl ether，并将皂与阳离子聚合物进行解耦。根据日本狮王对Mintel日本产品2015年12月份数据的调研。

¹¹ 根据皮肤专家的临床研究结果



永续环保无止境

我们对环境的保护与永续发展向来不遗余力。

狮王有许多鼓励消费者支持环保的产品，例如为了减少使用塑料而推广改用添补装；采用以狮王纳米洗洁科技的 TOP Nanox 超浓缩洗衣液，以及 Mama Magica 超浓缩碗碟洗洁剂来缩短清洗时间，从而节省用水。

让狮王与您携手致力保护我们的地球，为现在也为将来每一天的生活创造更多美好时刻。



谢谢您 让我们共同优化生活，不仅在当下，未来亦然

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[^] 附带条款。查阅详情可上网 www.lioncorp.com.sg 或扫描此 QR code



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