

May 2023

MEDIA RELEASE
FOR IMMEDIATE RELEASE

NEW TOP NANOX LAUNDRY CAPSULES!

TOP Indoor Drying

NANOX LAUNDRY CAPSULES

AMAZING CLEANLINESS WITH

5D HYGIENE POWER

NEW

NANO-CLEANING POWER

99.99% ANTI-BACTERIAL*

99.99% ANTI-VIRUS*

ANTI-MALODOUR

ANTI-MITE DUST

PLANT BASED†

*Refers to main surfactant. *Confirmed with representative bacteria E. coli and Pseudomonas aeruginosa. Not all bacteria have been confirmed. *Tested with SARS-CoV-2

TOP, No.1 Brand for Total Laundry Detergent in Singapore*, is pleased to bring you the **NEW TOP Nanox Laundry Capsules**. Using LION Japan technology & plant-based washing ingredient¹, TOP Nanox Laundry Capsules provide trusted efficacy & quality cleaning performance, offering **Amazing Cleanliness with 5D Hygiene Power**. **SUGO WAZA!** ('Sugo waza' means 'Amazing Technology' in Japanese):

- Nano-Cleaning Power
 - 99.99% Anti-bacterial[^]
 - 99.99% Anti-virus⁺
 - Anti-malodour
 - Anti-mite dust
- ✓ Colour Care, ✓ Indoor Drying, ✓ Free of phosphate, artificial brighteners, bleaching agent

Retail price:

TOP Nanox Laundry Capsules (32 capsules): \$21.90

Available in leading supermarkets and online retailers.

*TOP is the No.1 Brand in Total Laundry Detergent in Singapore. Based on Nielsen Retail Audit as at MAT Mar 2022

[^]Confirmed with representative bacteria E. coli and Pseudomonas aeruginosa. Not all bacteria have been confirmed.

⁺Tested with SARS-CoV-2

¹Refers to main surfactant

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