

October 2023

MEDIA RELEASE
FOR IMMEDIATE RELEASE

Say **NO** to Teeth Stains & Bad Breath with **NONIO** +Care Whitening Mouthwash from Japan!



口臭科学から生まれた
Power of Science | Fresh Breath Expert

Born from the Japan's scientific study of halitosis, NONIO, developed by **LION – Japan's No. 1 Oral Care Company***, helps you prevent bad breath for long lasting fresh breath!

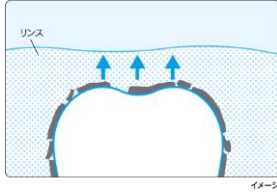
With Fresh Breath Comes Self Confidence, NONIO allows us to embrace our everyday interaction with positivity and combat daily challenges as they come.



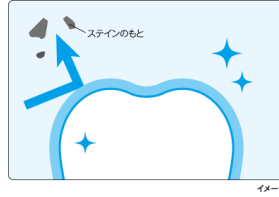
NONIO Mouthwash, with 1 bottle sold every 5 seconds^A in Japan, has launched its new line extension – **NONIO +Care Whitening Mouthwash** that helps provide dual benefit of: **Bad Breath Prevention + Whitening**.

Using LION Japan's Teeth Whitening Technology with dual action, it helps provide:

1) Effective stain removal#



2) long-lasting stain accumulation prevention



It also helps kill 99.9% of bacteria* and inhibit bacterial growth for long-lasting fresh breath

In line with sustainability, it is available in environment friendly 950ml refill packs that helps reduce plastic waste by 76%**

Retail price:

NONIO +Care Whitening Mouthwash 600ml: \$9.00 per bottle

NONIO +Care Whitening Mouthwash 950ml Refill Pack: \$9.60 per pack

Available in all leading supermarkets and retail outlets.



*INTAGE SRI+, Lion is No.1 Company in Oral Care Category, Value Sales, CY2022.

^INTAGE SRI+, NONIO Mouthwash is selling 1 bottle every 5 seconds in Japan, Unit Sales, CY2022.

*NONIO Mouthwash helps kill 99.9% of bacteria that causes bad breath. Based on Lion lab test.

#Together with toothbrushing

**As compared to NONIO Mouthwash 600ml bottle

What causes bad breath?

4 main types of Bad Breath:



NONIO focuses on combating **Physiological bad breath**, which is one of the most common types and is caused by bacteria growth due to:



1 Decrease in saliva production at times such as when we have just woken up, when we are hungry or when we are feeling nervous.



2 Lack of hygiene in mouth from food residue or plaque.



3 Presence of tongue plaque, which is a white moss-like plaque that builds up on the tongue's surface.

Say **NO** to bad breath with **NONIO**



Do you have bad breath?

Try this simple test* (3 steps) to see if you have bad breath



1 Wash hand & wrist thoroughly with hand soap. Wipe dry and lick the inside of your wrist.



2 Let your saliva dry over the next few seconds, and take a sniff.



3 If you notice any unpleasant smell, you may want to check with a dentist as you are likely to have bad breath.

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 enquiry@lioncorp.com.sg