

Nov 2023

MEDIA RELEASE
FOR IMMEDIATE RELEASE

Kirei Kirei Anti-bacterial Foaming Hand Soap (Eco-friendly Packaging)



Kirei Kirei Anti-bacterial Foaming Hand Soap (Eco Lychee/Green Tea) – introduced by the No.1 Hand Soap brand in Japan*, is made from eco-friendly packaging, while offering effective anti-bacterial protection yet remains gentle on skin.

Kirei Kirei Anti-bacterial Foaming Hand Soap (Eco Lychee/Green Tea) is **made from recycled plastic packaging#**, **dermatologically tested^ to be gentle on delicate skin** and is **free from 13 additives***.

It dispenses soft, creamy foam with **99.9% anti-bacterial protection^** which cleanses more effectively and thoroughly than ordinary liquid hand soap. It also moisturizing on skin – where the moisturizing ingredients remain on skin even after rinsing!

Available in 2 variants:

- Green Tea / 250ml & 200ml refill pack
- Lychee / 250ml & 200ml refill pack

Retail price:

Kirei Kirei Anti-bacterial Foaming Hand Soap 250ml (Eco Lychee/Green Tea): \$4.40 per pack

Kirei Kirei Anti-bacterial Foaming Hand Soap 200ml Refill (Eco Lychee/Green Tea): \$2.70 per pack

Available in leading supermarkets and retail outlets.

*Japan's No.1 Hand Soap Series INTAGE SRI, Hand Soap Value Series, CY2022.

^Bottle: Made from 50% recycled packaging. Refill: Made from 51% recycled packaging.

*Free from 7 types of Paraben, Triclosan, Triclocarban, Chloroxylenol, DMDM hydantoin, Quaternium-15, 2-Bromo-2-Nitropropane-1,3-Diol

^Based on lab test in Korea.

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