

Jul 2025

MEDIA RELEASE

FOR IMMEDIATE RELEASE

NEW Systema Hi-Density Toothbrush – 2X Gentler on Gums^!

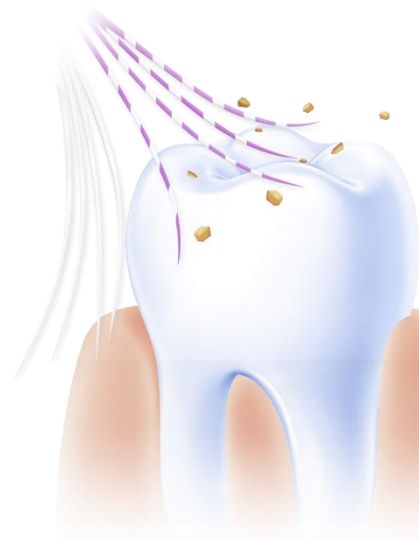


Developed by LION – Japan's No.1 Oral Care Company*, Systema – Japan's No.1 Toothbrush Brand** is pleased to announce the new launch of **Systema Hi-Density Toothbrush** that is **2X gentler on gums^**. Using advanced dental technology from Lion Japan, it is designed for a superior clean with high density bristles that offers gentle yet thorough brushing experience for a brilliant smile with every brush.

The delicate care that your gum deserves!

Your gums play a pivotal role in supporting your teeth and maintaining overall oral health. They are made of soft tissue that can easily become damaged if not cared for properly. One of the most common yet overlooked causes of gum irritation is using a toothbrush with unsuitable bristles. While many people assume that firmer bristles clean better, the reality is quite the opposite when it comes to protecting your gums.

Systema Hi-Density Toothbrush with high density super-tapered soft & slim bristles that are **2X Gentler^** on your gums not only acts as a preventive tool from damage, it also helps reach more surface area and clean gently along gum line to remove plaque effectively while keeping your brushing experience comfortable and exquisite.



Systema Hi-Density Toothbrush comes with 2 head types to cater to different oral needs to achieve healthy smiles and healthy you!

Compact

**9x
Higher
Density***

Super-Tapered
Soft & Slim Bristles

X

**>75%
Plaque Removal¹**




Gum Shield



**Gentle Gum
Massage with
3D Coverage**

Pro Defence



**Clean polished
teeth with
Bamboo-Charcoal
Bristles**

Wide Compact

**Tri-Tip
High Density**

Super-Tapered Soft & Slim Bristles

> 10,000 Bristles Tips



X

**40%
Wider²
& Compact
Brush Head**






Wide Soft



**Delicate Clean
with Bi-Level Soft
& Slim Bristles**

Wide Spiral



**2X more
Plaque Removal¹
with Spiral Bristles**

*WIDE Soft™, No. 1 Company in Oral Care Category, Value Sales, CY2024, 'as compared to ordinary toothbrush, 'as compared to Systema Super Thin Toothbrush (Compact).

¹Along gum-line or on teeth surface based on Lion lab test. ²Spiral Bristles help to remove 2X more plaque in-between teeth, as compared to ordinary bristles.

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 Hi-Density Toothbrush (Gum Shield/Pro Defence): \$8.15/pc

Systema Hi-Density Toothbrush 2s (Wide Soft/Wide Spiral): \$13.95/2s

Available in all leading supermarkets and retail outlets.

^{*}INTAGE SRI+, No.1 Company in Oral Care Category, Value Sales, CY2024.

^{**}INTAGE SRI+, Systema is No.1 Brand in Toothbrush Category, Value Sales, CY2024.

[‡]as compared to ordinary toothbrush.

[^]as compared to Systema Super Thin Toothbrush (Compact)

[#]Along gum line or on teeth surface based on Lion lab test.

[†]Spiral Bristles help to remove 2X more plaque in between teeth, as compared to ordinary bristles.

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