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MEDIA RELEASE
FOR IMMEDIATE RELEASE



TOP, No.1 Brand for Total Laundry Detergent in Singapore*, is pleased to bring you **TOP Nanox Laundry Capsules – NEW range: Plant-Based Power** that offers you trusted efficacy & quality cleaning performance!

Using LION Japan technology & **plant-based power (7 Naturally-derived enzymes)**:

- ✓ Nano-Cleaning Power for effective cleaning
- ✓ 11 Free-From formula[†], Dermatologically tested¹: providing safe gentle care for fabric & you
- ✓ Anti-bacterial[^] ✓ Anti-mite dust ✓ Colour Care
- ✓ Indoor Drying ✓ Suitable for all types of washing machine

Experience nice-smelling clean apparels **with Natural essential oil** used in the 3 variants:

Chamomile Harmony (50 capsules)	Apple Delight (50 capsules)	Eucalyptus Blast (50 capsules)
 <p>Fragrance of chamomile & peach</p>	 <p>Fragrance of apple & tea tree</p>	 <p>Fragrance of eucalyptus & berries</p>

*TOP is the No.1 Brand in Total Laundry Detergent in Singapore. Based on Nielsen Retail Audit as at MAT Sep 2024

[†]Free from 11 chemicals (6 types of Parabens, artificial brighteners, CMIT, MIT, phosphate, bleaching agent). ¹Based on Lab test In Germany. [^]Product is tested on representative bacteria E. coli and Pseudomonas aeruginosa in accordance with internal standard. Not all bacteria have been confirmed.

Get hold of TOP Nanox Laundry Capsules 2 product ranges today to suit your different laundry's needs

	<p><u>NEW! Plant-Based Power range</u> <u>(50 capsules)</u> 1 piece of capsule for 4kg wash load</p> <p>Available in 3 variants: Chamomile Harmony / Apple Delight / Eucalyptus Blast</p>
	<p><u>5D Power range</u> <u>(32 capsules)</u> 1 piece of capsule for 7kg wash load</p> <p>Available in 2 variants: 5D Hygiene Power / 5D Bright Power</p>

Retail price:

TOP Nanox Laundry Capsules – Plant-Based Power range (50 capsules) / 5D Power range (32 capsules): \$22.20

Available in leading supermarkets and online retailers.

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: enquiry@lioncorp.com.sg