

November 2023

MEDIA RELEASE
FOR IMMEDIATE RELEASE

TOP Nanox one Ultra Concentrated Liquid Detergent

NEW **TOP NANOX one** Ultra Concentrated Liquid Detergent

Made in Japan

1000X Stain-breaking Effect#
using LION Japan Nano-Washing Technology

With plant-based washing ingredients*

- ✓ 4X LESS Washing Dosage⁺
- ✓ Anti-Bacterial & Anti-Virus¹
- ✓ Indoor Drying

LION

*Using main surfactant which can break down stains into 1000 times smaller in size. ⁺Compared to ordinary liquid detergent in Singapore. ¹Refers to main surfactants. ²Tested by labs in Japan.




TOP, No.1 Brand for Total Laundry Detergent in Singapore*, is pleased to bring you TOP Nanox one Ultra Concentrated Liquid Detergent.

Made in Japan, using LION Japan technology & plant-based washing ingredient[^], TOP Nanox one Ultra Concentrated Liquid Detergent provides 1000X stain-breaking effect[#] & 4X less washing dosage⁺ and with the following attributes, giving superior cleaning performance for your laundry:

- Anti-Bacterial & Anti-Virus¹
- Colour Care: prevent yellowing, greying & fabric dullness
- Prevent malodour in washing machine
- ✓ Indoor drying, ✓ One rinse cycle², ✓ pH-neutral, ✓ Free of phosphate and artificial brighteners

Let's take a step towards sustainable living with TOP Nanox one Ultra Concentrated Liquid Detergent, where the bottles are made from plant-based plastic and refill with the environment friendly refill packs (uses 78% less plastic³).

Available in 3 variants:

	<p><u>TOP Nanox one Ultra Concentrated Liquid Detergent (Bright)</u></p> <p><i>Dual Bright Clean Power</i> to remove yellowing & collar stains.</p> <p><u>Retail Price:</u> 640g Bottle: \$10.50 per bottle 820g Refill Pack: \$11.90 per pack</p>
	<p><u>TOP Nanox one Ultra Concentrated Liquid Detergent (Anti-Odour)</u></p> <p><i>Dual Anti-Odour Power</i> to remove sweat odour & malodour caused by bacteria¹</p> <p><u>Retail Price:</u> 640g Bottle: \$10.50 per bottle 820g Refill Pack: \$11.90 per pack</p>
	<p><u>TOP Nanox one Ultra Concentrated Liquid Detergent (PRO Hygienic Power)</u></p> <p><i>PRO Hygienic Power</i> to remove tough stains & odours trapped deep in fabric fibres.</p> <ul style="list-style-type: none"> - Up to 18 hours of Anti-Bacterial protection¹ - Prevent fabric pilling <p><u>Retail Price:</u> 640g Bottle: \$11.50 per bottle 790g Refill Pack: \$12.55 per pack</p>

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 Jun 2023

#Using main surfactant which can break down stains into 1000 times smaller in size.

*Compared to ordinary liquid detergent in Singapore. ¹Refers to main surfactants. ¹Tested by labs in Japan. ²Tested on washing machines in Japan. ³Refers to plastic waste as compared to TOP Nanox one Ultra Concentrated Liquid Detergent 640g bottle

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