

July 2024

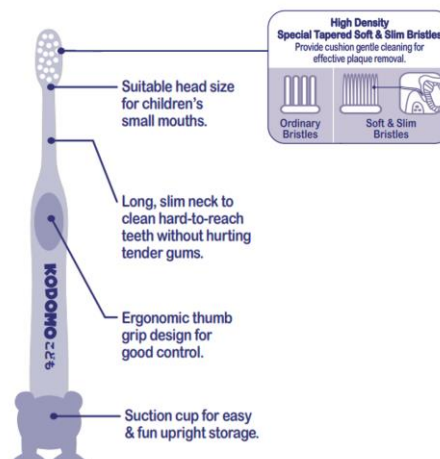
MEDIA RELEASE
FOR IMMEDIATE RELEASE

NEW KODOMO Soft & Slim Children’s Toothbrush with Suction Cup!



Developed by **LION – Japan’s No. 1 Company in Children Oral Care Category***, KODOMO consistently strives to innovate the products to help provide good oral health for the little ones and offer a peace of mind for the parents.

Specially designed for children to cultivate good dental habits and build strong healthy teeth from young, KODOMO is pleased to introduce **NEW KODOMO Soft & Slim Children’s Toothbrush with suction cup** using cheerful KODOMO animal characters for children to have fun-filled brushing adventures. It also has **High Density Special Tapered Soft & Slim Bristles** to help provide cushion gentle cleaning for effective plaque removal.



Retail Price

KODOMO Soft & Slim Children's Toothbrush (2-6, 6+ years old): \$3.85/pc

Available in all leading supermarkets and retail outlets.

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 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