

LION LION CORPORATION (S) PTE LTD
(A wholly-owned subsidiary of Lion Corp., Japan)

September 2024

MEDIA RELEASE

FOR IMMEDIATE RELEASE

NEW Systema SMART EX POWER Rechargeable Toothbrush



Using Smart Dental Technology and developed by LION – Japan’s No.1 Oral Care Company*, **Systema SMART EX POWER Rechargeable Toothbrush** is a masterpiece of smart design and function, that delivers a superior and personalized oral care experience.

Powerful Deep Gentle Clean for whole mouth



Systema SMART EX POWER Rechargeable Toothbrush helps **provide 8X more plaque removal[^]** for a superior, thorough clean with a combination of:

1) Double-Tapered Soft & Slim Inner bristles



Penetrate into deep spaces & clean effectively yet **gentle on gums**

2) Maglev Tech



Vibration up to 40,800 strokes/min

With 5 unique brushing modes to choose from, you can always select one that meets your oral care needs!



It also comes with a 2 minutes auto-stop with 30 seconds changeover timer, waterproof (IPX-7 rated protection) & has battery life up to 48 hours from full charge[#] with 1 year product warranty¹.



2 MINS AUTO-STOP
with 30 seconds changeover timer



WATERPROOF
(IPX-7 rated protection)



UP TO 48 DAYS
of battery life from full charge^{*}

The Smart Way to Healthy Gums, Bright Smiles and a Healthy You!

システム
Systema
SMART EX POWER
Rechargeable Toothbrush

A thorough, gentle clean
A Masterpiece



Scan or click on QR to watch:



TVC



Demo Test

^{*}INTAGE SRI+, No.1 Company in Oral Care Category, Value Sales, CY2023. [^]On tooth surface, as compared to manual toothbrush. Based on Lion lab test. [#]Based on 4 minutes usage per day ¹Terms & Conditions apply

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:

<p>Systema SMART EX POWER Rechargeable Toothbrush: \$119.00 each</p>	 The image shows the retail packaging for the Systema SMART EX POWER Rechargeable Toothbrush. On the left is the outer box, which is teal and black, featuring the product name, '8x' magnification claim, and a '5' indicating five modes. On the right is the open presentation box, which is black and contains the toothbrush, two replacement brush heads, and a charging station.
<p>Systema SMART EX POWER Rechargeable Toothbrush Refill 2s: \$22.90 each</p>	 The image shows the packaging for the Systema SMART EX POWER Rechargeable Toothbrush Refill 2s. It is a small teal and black box with a hanging tab at the top, containing two replacement brush heads.

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 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