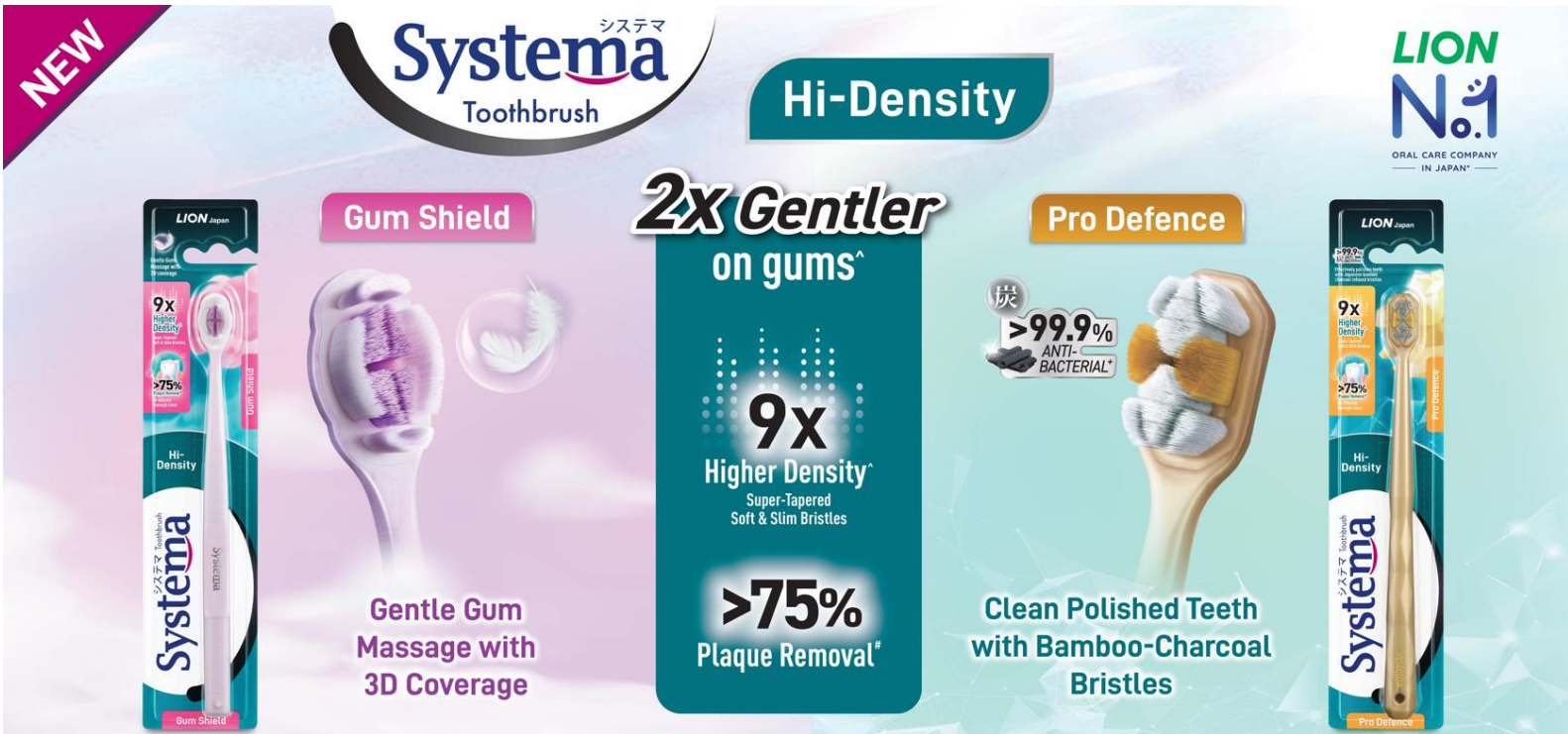
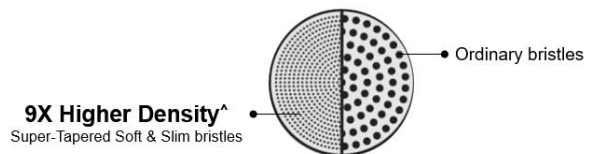


October 2024  
**MEDIA RELEASE**  
FOR IMMEDIATE RELEASE

**NEW Systema Hi-Density Toothbrush – 2X Gentler on Gums<sup>^</sup>!**



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 (Gum Shield / Pro Defence)** that is **2X gentler on gums<sup>^</sup>** and has **9X Higher Density<sup>^</sup> Super-Tapered Soft & Slim Bristles** that help to generate dense & finer foam<sup>^</sup> for penetrating & cleaning deep spaces between teeth & gums to help to remove **>75% of plaque<sup>#</sup>**.



It also comes with the following product attributes:



## **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

Available in all leading supermarkets and retail outlets.

<sup>1</sup>INTAGE SRI+, No.1 Company in Oral Care Category, Value Sales, CY2023.

<sup>2</sup>INTAGE SRI+, Systema is No.1 Brand in Toothbrush Category, Value Sales, CY2023.

<sup>3</sup>as compared to ordinary toothbrush.

<sup>4</sup>Along gum line or on teeth surface based on Lion lab test.

<sup>5</sup>Bacterial refers to Staphylococcus aureus and Escherichia coli. The bristles do not kill bacteria in mouth or protect you against disease.

## 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](mailto:enquiry@lioncorp.com.sg)