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Media Release

For Immediate Release

**NEW SunoHada Itch Relief+ Moisturizing Cream**

**Relieves Itch from 1<sup>st</sup> Use\***

**Long-Lasting Hydration up to 48H**

**Powered by 4 Hydration Actives\***

- MTO
- Ceramides\*
- Phytosteryl Sunflowerseedate
- Niacinamide

**NEW**

**SunoHada** LION

**Itch Relief+ Moisturizing Cream**

For those needing richer & longer-lasting moisturization. Consistent hydration is essential for a healthy skin barrier.

Dr. Mihoko Yokoyama  
Co-developer of SunoHada

\*Based on result of clinical study managed by Dermatologist. Result may vary.  
\*Refers to Ceramides, Niacinamide, MTO (Maltotetraose) and Phytosteryl Sunflowerseedate.  
\*Niacinamide refers to Ceramide NP, Ceramide AP, Ceramide NG.

The NEW SunoHada Itch Relief+ Moisturizing Cream, made in Japan, helps relieve itchiness from first use\* and is clinically proven to provide long-lasting hydration and itch relief up to 48 hours\*.



Powered by 4 hydration actives for richer and longer lasting moisturization. Plant-based MTO (Maltotetraose) provides 2x hydration power<sup>#</sup> and itch relief. Ceramides<sup>+</sup> and Niacinamide help to strengthen skin barriers. And Phytosterol Sunflowerseedate enhances moisture retention.

Suitable for users with very dry, itchy, and sensitive skin. Free from alcohol, paraben, steroid, colorant and fragrance. It is non-sticky, allowing skin to absorb fast and comfortable to use, given Singapore's weather. It also has a natural PH balance.

**Retail price:**

SunoHada Itch Relief+ Moisturizing Cream 100g: \$18.90

Available in leading supermarkets, pharmacies and retail outlets.

*\*Based on result of clinical study managed by Dermatologist. Results may vary.*

*#Lion Corporation, Research & Development results, dd May'21.*

*\*Refers to Ceramide NP, Ceramide AP, Ceramide NG.*

**More about SunoHada**



**Your Complete Sensitive Skincare**

SunoHada is developed by a Dermatologist who understands. At SunoHada, we know what it means to have a bad skin day or when sensitive skin keeps you from enjoying your life to the fullest. That's why SunoHada has been specially designed to help you live skinsecure all day, every day. Made in Japan with an expert dermatologist, SunoHada (a combination of "Suno", which means "natural, pure" and "Hada", meaning "skin") helps care for normal to dry, itchy, sensitive skin.

## DAILY SKINCARE IS A MUST FOR HEALTHIER SKIN

“ People tend to react to sensitive skin only when a flare-up happens, resorting to medication. However, managing sensitive skin has to be a daily habit, and this is where lifestyle and skincare come in.

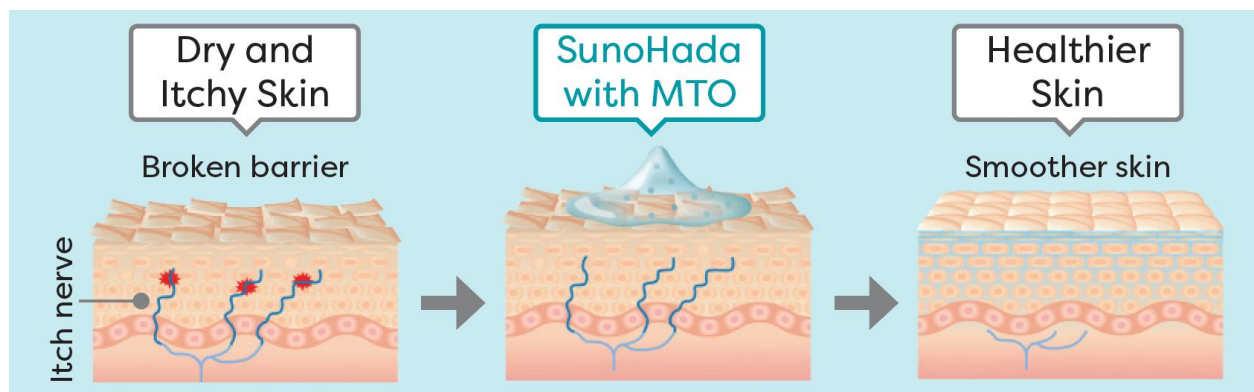
Most of my patients find it hard to maintain daily skin care since they cannot find a product that suits them. With daily use of SunoHada Sensitive Skin Care, relieve dryness and itch all day, every day. ”



**Dr. Mihoko YOKOYAMA**  
Co-developer of SunoHada

### Why SunoHada?

SunoHada uses a plant-based ingredient, MTO (Maltotetraose), to help provide 2x hydrating power<sup>#</sup> and chronic itch relief<sup>1</sup>. MTO has been proven to hydrate skin while locked in moisture and is also effective in relieving itch by daily care. This breakthrough formulation with MTO is patented by LION and unique to SunoHada products. It is specially designed to help you live skinsecure even with sensitive skin, all day, every day



<sup>#</sup>Lion Corporation, Research & Development results, dd May'21.

<sup>1</sup>NK1R antagonist.

## 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.

LION Corporation Singapore has been continuously innovating to provide superior, environmentally friendly products for smarter living. We have made a difference with effective and convenient products for Oral Care, Beauty Care, Baby Care, Fabric Care & Home Care. Our reputable brands include Mama Lemon Dishwashing Liquid, TOP Laundry Detergent, Essence Delicate Laundry 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, NONIO Mouthwash and SunoHada daily skincare products for Sensitive Skin.

*For more information: visit*  
*<https://www.lioncorp.com.sg/>*  
*<https://sunohada.com/>*

### **[Contact details]**

For product enquiry, please email to [enquiry@lioncorp.com.sg](mailto:enquiry@lioncorp.com.sg)