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MEDIA RELEASE
FOR IMMEDIATE RELEASE

SHOKUBUTSU HYDRO+ BODY WASH



The NEW Shokubutsu HYDRO+ Body Wash provides **3x¹ hydration boost** with Suizenji Nori, sourced from the volcanic waters of Kyushu Island.

Enriched with a **synergistic blend of double prebiotics**, this **pH-balanced body wash** also supports optimal skin balance for a healthy & glowing skin. Soap-free & suitable for sensitive skin. **Free from 15 additives² and animal derivatives.**

Available in 3 variants with **uniquely crafted scent profile, scientifically proven to enhance wellbeing³:**

	Smooth Care	Lumi Glow	Moisture Boost
Benefits	Boosted with Witch Hazel which has soothing properties to relief skin and minimize the appearance of enlarged pores Loaded with antioxidant-rich Magnolia Berry to protect skin from environmental stressors, leaving skin nourished after every wash. Also helps to improve skin elasticity by up to 47%⁴	Intended to combat urban pollutants that can cause disruption to the skin barrier, it effectively removes up to 94% of PM 2.5, providing a deep yet gentle cleanse for the skin Contains a rich beta-glucan from Mushroom, commonly known as Lingzhi in Traditional Chinese Medicine, to help restore moisture loss and brighten dull skin Known for its antioxidant properties, Green Tea Extract helps to soothe and prevents skin aging	Contains Hydrolyzed Soy Protein which provides intense hydration for the skin, and Rosa Rugosa Flower Extract to help firm and brighten skin
Scent	Infused with a perfect blend of citrus Bergamot, Peony and Freesia floral notes	Refreshing garden scent of Orange Blossom, Rose and Hyacinth	Leaves a sweet Rosewater scent and comforting Vanilla

Retail Price: 900ml Bottle: S\$17.50 per bottle

Available in leading supermarkets and retail outlets.

Established in 1998, Shokubutsu (in Japanese, means 'Plant') delivers quality range of body and face wash to enhance skin's beauty naturally. Harnessing the power of botanicals, it is uniquely formulated with 100% cleansing ingredients from plants to give that calming, close-to-nature feeling, melting away the stresses of modern living after every wash. Available in a wide range of products to cater to varying needs.

¹Referring to ingredient based on data comparing samples with/without Suizenji Nori

²Silicone, Petroleum, Paraben, EDTA, Phthalate, MIT, Alcohol, Color & Dye, BHA, AHA, Salicylic Acid, Triclosan, Benzalkonium Chloride, Mineral Oil, Sorbic Acid

³Based on research conducted on patented fragrance technology

⁴Compared to formula without active ingredient

LION CORPORATION SINGAPORE

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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 <http://www.lioncorp.com.sg>

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For product enquiry, please email to enquiry@lioncorp.com.sg