

October 2020

MEDIA RELEASE
FOR IMMEDIATE RELEASE

NEW & Improved!

KODOMO
Children's Toothbrush & Toothpaste



NEW & Improved KODOMO Children Oral Care Range!

Kodomo children oral care range is specially designed to help children cultivate good dental habits to **build strong healthy teeth from young**. Using advanced dental technology from LION – Japan's No.1 Children Oral Care Company*, 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.



Kodomo is pleased to introduce a new and improved product range to care for children oral care needs from 6 months to 12 years old. In particular, in view of the increasing concerns of rising tooth decay prevalence in Singapore's young children[^], Kodomo has launched the new Extra Shield toothpaste that contains 1000 ppm fluoride level for superior protection. Kodomo products are designed in colorful & attractive packaging, featuring cheerful Kodomo Animal characters to make toothbrushing a fun & enjoyable activity for children!

KODOMO Children's Toothpaste

NEW



Available in 2 fruity flavours:
Strawberry / Grape

EXTRA SHIELD Children's Toothpaste

Helps provide **superior protection against tooth decay** & prevent sugar acid attack with:

- Fluoride ion of 1000ppm
- Xylitol (plant-based ingredient) to help prevent growth of plaque

Contains food grade ingredients, has low abrasivity and is sugar-free & mint-free.

Retail Price

KODOMO Extra Shield Children's Toothpaste 65g (Strawberry / Grape): \$4.20 each.

Available in all leading supermarkets and retail outlets.



Improved Formula + **NEW LOOK**



Available in 3 fruity flavours:
Strawberry / Orange / Grape

ANTI-CAVITY Children's Toothpaste

Specially formulated for children to help **repair early cavities in 2 weeks*** & strengthen teeth enamel with:

- Fluoride ion of 500ppm
- Xylitol (plant-based ingredient) to help prevent growth of plaque

Contains food grade ingredient. Sugar-free and mint-free.

Retail Price

KODOMO Anti-Cavity Children's Toothpaste 80g (Strawberry / Orange / Grape): \$3.50 each.

Available in all leading supermarkets and retail outlets.



LION

KODOMO Children's Toothbrush

**NEW
LOOK**



Available in 4 age groups:

- 0.5-2+ years (baby teeth)
- 3-5+ years (milk teeth)
- 6-9+ years and 10-12+ years (mixed dentition)

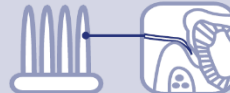
Soft & Slim Children's Toothbrush

Cleans effectively yet gentle on tender enamel & gums with:

Special Tapered Soft & Slim Bristles:
Helps remove food particles & plaque effectively without hurting the tender gums.



Ordinary Bristle



Soft & Slim Bristle

- Suitable head size for babies & children's small mouth
- Long slim neck: gentle cleaning on hard-to-reach teeth without hurting the gums
- Ergonomically designed "Thumb Lock" feature for firm grip

Retail Price

KODOMO Soft & Slim Children's Toothbrush (0.5-2+yrs / 3-5+yrs / 6-9+yrs / 10-12+yrs): \$2.75 each.

Available in all leading supermarkets and retail outlets.



Follow @KodomoLionSg on Instagram for more happy smiles!

*INTAGE SRI, Lion is No.1 Company in Children Oral Care Category, Value Sales, CY2019

*Based on Lion in-vitro tested

[^]Source: Hu, S., Lai, W. P. B., Lim, W., & Yee, R. (2020). Recommending 1000 ppm fluoride toothpaste for caries prevention in children. Proceedings of Singapore Healthcare. <https://doi.org/10.1177/2010105820963291>

LION

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