

December 2020

MEDIA RELEASE
FOR IMMEDIATE RELEASE

NEW! Expert In Indoor Drying **TOP**

SUPER LOW SUDS Detergent Sensitive Care
For Delicate Skin and Clean Laundry

No.1 Brand

DERMATOLOGIST TESTED

Suitable for Sensitive Skin⁺ Suitable for Indoor Drying

Are you searching for a laundry detergent that could give your laundry a thorough cleaning and it is gentle enough to be kind to your delicate skin?

TOP, No.1 Brand for Total Laundry Detergent in Singapore*, is pleased to bring you the new **TOP Concentrated Liquid Detergent (Super Low Suds Sensitive Care)**, which is **dermatologist tested to be suitable for sensitive skin⁺**! It is also free of dyes, phosphate, artificial brighteners and triclosan.

At the same time, it's advanced formula from LION Japan provides:

- 3X faster cleansing power[#] to removes tough stains, 99.9% mite dust^{*} and unpleasant odours
- Specially formulated for front loading washing machines, can be used for top loading washing machines too
- Suitable for indoor drying

Have a peace of mind – get clean and fresh laundry with TOP Concentrated Liquid Detergent (Super Low Suds Sensitive Care).

Retail price:

- TOP Concentrated Liquid Detergent (Super Low Suds Sensitive Care) 2.8kg Bottle: \$8.95
- TOP Concentrated Liquid Detergent (Super Low Suds Sensitive Care) 1.5kg Refill Pack: \$4.35

Available in all leading supermarkets and retail outlets.

*TOP, No.1 Brand in Total Laundry Detergent in Singapore. Based on Nielsen Retail Audit as at MAT Dec 2019

⁺Avoid prolong contact with detergent

[#]Vs regular liquid detergent

^{*}Mite dust is dust mites' waste matter

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 enquiries, please email to: enquiry@lioncorp.com.sg