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MEDIA RELEASE

FOR IMMEDIATE RELEASE

Introducing Shokubutsu Men's new 2-in-1 Hair & Body Wash!

With unique dual-action botanical formula, developed using Lion Japan's Technology, Shokubutsu Men 2-in-1 Hair & Body Wash gives you healthier hair & skin. Engineered for men, for an energizing all-over clean!



Available in 2 variants:



Fresh Blast

- Cooling & refreshing
- Anti-bacterial
- Deodorizing

Awaken your senses!



PowerUp

- Hydrating,
- Anti-bacterial
- Deodorizing

Power up your energy!

Retail Price

- Shokubutsu Men 2-in-1 Hair & Body Wash
 - 850ml : S\$12.50
 - 550ml refill : S\$6.50



- Shokubutsu Radiance / Anti-bacterial Body Foam
 - 200ml (selected variants) : S\$3.00
 - 600ml refill : S\$4.80
 - 900ml : S\$9.50



- Shokubutsu RevitaCare / Men Body Foam
 - 200ml (selected variants) : S\$3.50
 - 600ml refill : S\$5.50
 - 900ml : S\$10.50



- Shokubutsu Radiance/Men Facial Foam
 - 100g : S\$5.50



Available in all leading supermarkets and retail outlets.

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, Kodomo Baby and Children toiletries, Kodomo Children Oral Care, Fresh & White and Zact Toothpastes, Between and Long Bannet Toothbrushes, Systema Complete Oral Care System, and Kirei Kirei Family Medicated Hand and Body Soap. All of these products enjoy high brand awareness and major shares in their respective markets.

For more information, visit www.lioncorp.com.sg

[Contact details]

For product enquiries, please email to : marketing@lioncorp.com.sg