

August 2017

## MEDIA RELEASE

FOR IMMEDIATE RELEASE

### Introducing NEW Shokubutsu Anti-bacterial Deodorizing & Purifying Body Foam!



Despite feeling like summer every day, many of us enjoy sweating it out. In fact sweating can cool you down and relax your mind and body. However, when sweat reacts with the bacteria on our skin, it can cause body odor.



**Shokubutsu's new Anti-bacterial Deodorizing & Purifying Body Foam** containing anti-bacterial agent and Cooling Menthol, protects the skin against bacteria and leaves you feeling cool and refreshed after bath. Utilizing Natural Charcoal and Sake Extract, two of the popular ingredients used in Japan's beauty products, it helps to deodorize, moisturize and purify the skin.

### Deodorizing & Purifying Body Foam



Deodorizing  
Natural Charcoal



Cooling  
Menthol



Moisturizing  
Sake Extract

For healthier skin and feel fresh and clean every day!

**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](http://www.lioncorp.com.sg)*

### **[Contact details]**

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