

August 2021

**MEDIA RELEASE**  
FOR IMMEDIATE RELEASE

**Say NO to Bad Breath with NONIO Mouthwash from Japan!**



NONIO

口臭科学から生まれた  
Power of Science | Fresh Breath Expert



Born from the Japan's scientific study of halitosis, NONIO, developed by LION – Japan's No. 1 Oral Care Company\*, helps you prevent bad breath for long lasting fresh breath!

With Fresh Breath Comes Self Confidence, NONIO allows us to embrace our every day interaction with positivity and combat daily challenges as they come.



**NONIO Mouthwash, with 1 bottle sold every 5 seconds<sup>^</sup> in Japan, helps kill 99.9% of bad breath-causing bacteria<sup>+</sup> with anti-bacterial agent - Cetylpyridinium Chloride (CPC) to help provide long-lasting bad breath prevention!**

It also contains natural mint flavour for long-lasting freshness and has mild after-taste with no burning sensation!

## What causes bad breath?

### 4 main types of Bad Breath:



NONIO focuses on combating **Physiological bad breath**, which is one of the most common types and is caused by bacteria growth due to:



1

Decrease in saliva production at times such as when we have just woken up, when we are hungry or when we are feeling nervous.



2

Lack of hygiene in mouth from food residue or plaque.



3

Presence of tongue plaque, which is a white moss-like plaque that builds up on the tongue's surface.

Say **NO** to bad breath with **NONIO**

### **Retail price:**

NONIO Mouthwash 600ml (Clear Herb Mint / Light Herb Mint – Alcohol-Free): \$8.90 per bottle

Available in all leading supermarkets and retail outlets.

*\*INTAGE SRI+, Lion is No.1 Company in Oral Care Category, Value Sales, CY2020.*

*^INTAGE SRI+, NONIO Mouthwash is selling 1 bottle every 5 seconds in Japan, Unit Sales, CY2020.*

*+NONIO Mouthwash helps kill 99.9% of bacteria that causes bad breath. Based on Lion lab test.*

## 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](mailto:enquiry@lioncorp.com.sg)