

September 2021

**MEDIA RELEASE**  
FOR IMMEDIATE RELEASE

**NEW Kirei Kirei Gentle Care Foaming Hand Soap!**

**LION** Kirei Kirei  
キレイキレイ  
Gentle Care

**No. 1**  
in Japan<sup>+</sup>

**NEW** Be pampered by gentleness.

**13** FREE-FROM Formula<sup>\*</sup>

**99.9%** Anti-bacterial<sup>^</sup>

**DERMATOLOGICALLY TESTED**

**Moisturizing**

**Soothing Cotton** **Soft Rose**

\*Free from 13 additives (7 types of Paraben, Triclosan, Triclocarban, Chloroxylenol, DMDM hydantoin, Quaternium-15, 2-Bromo-2-Nitropropane-1,3-Diol)  
^Japan's No.1 Hand Soap Series INTAGE SRI, Hand Soap Value Sales, CY2020.  
^Based on lab test in Korea.

Kirei Kirei Gentle Care Foaming Hand Soap – introduced by the No.1 Hand Soap brand in Japan<sup>+</sup>, offers effective anti-bacterial protection yet is gentle on skin.

Kirei Kirei Gentle Care Foaming Hand Soap is made in Korea, **free from 13 additives\*** and is **dermatologically tested<sup>^</sup> to be gentle on delicate skin.**

It dispenses soft, creamy foam with **99.9% anti-bacterial protection<sup>^</sup>** which cleanses more effectively and thoroughly than ordinary liquid hand soap. It also moisturizing on skin – where the moisturizing ingredients remain on skin even after rinsing!

Available in 2 variants:

- **Soothing Cotton 450ml** - leaves a fresh powdery fragrance after wash.
- **Soft Rose 450ml** – leaves a fresh floral fragrance after wash.

**Retail price:**

Kirei Kirei Gentle Care Foaming Hand Soap 450ml (Soothing Cotton/Soft Rose): \$6.50 per bottle  
Available in leading supermarkets and retail outlets.

<sup>+</sup>Japan's No.1 Hand Soap Series INTAGE SRI, Hand Soap Value Series, CY2020.

<sup>\*</sup>Free from 7 types of Paraben, Triclosan, Triclocarban, Chloroxylenol, DMDM hydantoin, Quaternium-15, 2-Bromo-2-Nitropropane-1,3-Diol

<sup>^</sup>Based on lab test in Korea.

## **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]**

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