

January 2022

MEDIA RELEASE
FOR IMMEDIATE RELEASE

Healthy Gums for a Healthier You with Systema



Gum Care is essential to overall health. The build-up of bacteria and dental plaque around the gums will lead to gum problems – an infection of the gums, supporting tissues and bones which hold the teeth. Left untreated, it damages the gum tissues, and the condition is irreversible.




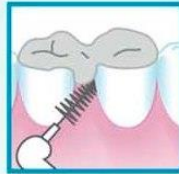


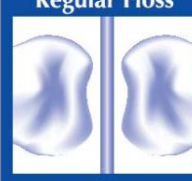
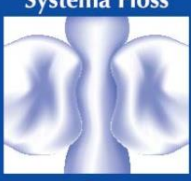
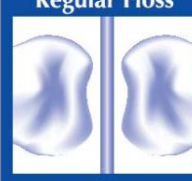
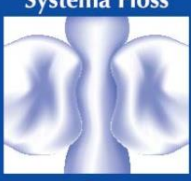
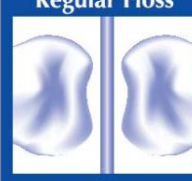
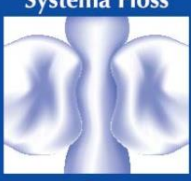
Gum problems is infectious and could increase the risk of other health conditions such as contribution to development of heart disease, increase risk of stroke, diabetes and women's risk of pre-term births¹. This mouth-body connection is the result of harmful bacteria triggering off health ailments in other parts of the body. Many are unaware that gums bleed even with gentle toothbrushing is one of the early symptoms of gum disease. Other early symptoms include persistent bad breath, red & swollen gums and receding gums.

Using advanced dental technology from LION – Japan's No. 1 Oral Care Company* for superior gum protection, the new & improved Systema takes care of your gums and overall health.



Systema システマ The Gum Care Expert

Product	Description
<p>Gum Care Toothbrush</p> 	<p>Improve Gum Health in 7 days*</p> <ol style="list-style-type: none"> 1) Super-Tapered bristles help provide 9X better cleaning ability[†] yet 3X gentler on gums[^] 2) High grade PBT bristles are more durable than ordinary nylon bristles 3) Long slim neck to reach the inner molars 4) Non-slip handle design provides better control and grip <p>Available in 3 head sizes: Compact, Regular, Large & 2 bristles type: Soft, Medium</p> <p><small>*Systema Super-Tapered Soft & Slim Toothbrushes help to improve gum health in 7 days with proper brushing twice daily. Results may vary. [†]At gum line area as compared to ordinary round-ended bristles. [^]As compared to ordinary round-ended bristles.</small></p>
<p>Gum Care Toothpaste</p> 	<p>99.9% Anti-Bacterial⁺ & 4X Gum Care*</p> <ul style="list-style-type: none"> - Helps kill 99.9% of bacteria⁺ that cause gum problems - Provide 24 hours anti-bacterial protection[^] - Clinically proven 4X better in helping to prevent gum problems and 8X better in helping to reduce bad breath* <p>Available in 3 flavors: Breezy Mint, Sakura Mint, Icy Cool Mint</p> <p><small>*Based on Lion laboratory test. Systema Gum Care Toothpaste (Natural Breezy Mint / Natural Icy Cool Mint / Natural Sakura Mint) is proven in helping to kill 99.9% gum problem-causing bacteria. Gum problem-causing bacteria refers to bacteria inhabiting in the BioFilm – Porphyromonas gingivalis, Fusobacterium nucleatum, Veillonella parvula, Actinomyces viscosus. ⁺As compared to ordinary toothpaste. [^]With twice daily brushing.</small></p>
<p>Gum Care Mouthwash</p> 	<p>99.9% Anti-Bacterial* & Alcohol Free</p> <ul style="list-style-type: none"> - Helps kill 99.9% of bacteria* - Soothes gum discomforts - Helps prevent gum problems and bad breath for long-lasting gum protection <p>Available in 3 flavors: Blue Caribbean, Green Forest, Sakura Mint</p> <p><small>*Based on Lion Laboratory Test.</small></p>

Product	Description						
<p style="text-align: center;">Interdental Brush</p> 	<p>Helps remove 95% of plaque* between teeth & gums to help provide protection against gum disease</p> <div style="text-align: center;"> <p>Effectiveness of Interdental Brush 牙缝刷的功率</p> <p>Effectiveness of removing plaque at Interdental Area (%) 清除牙缝及齿龈之间的牙菌斑之功率(%)</p> <p>58% → 95%</p> <p>Only Toothbrush (只用牙刷) Toothbrush & Interdental Brush (使用牙刷与牙缝刷)</p> <p><small>*Source: Journal of the Japanese Society of Periodontology, 78-258 (1975)</small></p> </div> <p>It is effective in cleaning hard-to-reach narrow spaces:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Spaces in between teeth 齿间缝隙</p> </div> <div style="text-align: center;">  <p>Spaces in between braces & teeth 矫齿器与牙齿间的夹缝</p> </div> <div style="text-align: center;">  <p>Spaces in between bridges 齿桥间的细缝</p> </div> </div> <ul style="list-style-type: none"> • High resistant wire to avoid easy breakage • Tapered nozzle to add strength to wire • Compact head for easy control in the mouth • Long slim handle enable firm grip and reach the inner molars <p>Available in 2 variants: Small, Medium</p>						
<p style="text-align: center;">3D Expandable Floss</p> 	<p>Excellent plaque removal power</p> <p>Systema 3D Expandable Floss, expanded by hydration, has a 3 dimensional network structure to remove microscopic plaque for excellent plaque removal power and gentle on gums.</p> <div style="display: flex; align-items: center;"> <div style="margin-right: 20px;"> <p>Before</p>  <p>Expands when hydrated</p> </div> <div> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th style="width: 50%;">Regular Floss</th> <th style="width: 50%;">Systema Floss</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> </tr> <tr> <td>Unable to reach some spaces between teeth</td> <td>Provides better reach between teeth</td> </tr> </tbody> </table> <p><small>Visual representation only</small></p> </div> </div>	Regular Floss	Systema Floss			Unable to reach some spaces between teeth	Provides better reach between teeth
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Retail Price

- Systema Gum Care Toothbrush: \$3.95/pc
- Systema Gum Care Toothpaste 160g: \$4.95/pc
- Systema Gum Care Mouthwash 750ml: \$8.65/pc
- Systema Interdental Brush 8s: \$7.95/pc
- Systema 3D Expandable Floss (40m): \$5.45/pc

Available in all leading supermarkets and retail outlets.

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

¹Source: Periodontology 2000, Vol. 44, 2007, David. W. P, Nadine. B & Timothy C.N, 113-126; Bryan S.M & Robert D, 103-112; Brian L.M & Gloria L.O, 127-153.

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 marketing@lioncorp.com.sg