

The Lion Group's History of Dealing with Social Issues

Since our foundation, originating from soap and toothpaste, Lion has aimed to provide people with products to realize healthy everyday lives while also promoting popularization and educational activities for consumers and providing them with information to create better lifestyle habits. We also recognized long ago that global environmental protection is an issue shared by the whole world. Our company has taken environmental measures accordingly, such as by developing environmental friendly products. In order to help bring about a better society, as well as to realize our management vision, we are working to address social issues as they change with the times, and moving forward with initiatives for sustainability.

Oral Health	<p>From 1896 Promoting oral health: The roots of our social contribution activities</p>  <p>Lion toothpowder Charity coupons printed on the back of the packets (The roots of our social contribution activities)</p>	<p>From 1913 Started educational activities to instill a tooth-brushing habits for children</p>  <p>Bookmarks and picture books accompanied products (The roots of oral health activities for children) Lion Dental Clinic for Children</p>	<p>From the 1960s Expanding the market and developing world-class products</p>  <p>Odawara Plant completed (Reinforcement of the production system) White & White Lion (Developed easy-to-use laminated tubes)</p>	<p>From the 1990s Addressing periodontal disease by systematic combination of products with clear functions</p>  <p>Dentor Systema series (For prevention of periodontal disease)</p>	<p>From the 2000s From oral health to whole-body health Promoting "oral health care"</p>  <p>Activities to promote oral health care in the Asia region Clinica Advantage series (Promoting preventive dentistry)</p>
	<p>From 1891 to the 1940s Promoted awareness about washing with detergent</p>  <p>Manual of standard home laundry methods (Education of laundry methods)</p>	<p>From the 1950s Addressing health risks from parasites by using detergent for washing vegetables</p>  <p>Lipon (Japan's first mineral oil-based synthetic detergent for home use) Lipon F (First product recommended by Japan Food Hygiene Association)</p>	<p>From the 1960s Responding to people's diverse lifestyle needs</p>  <p>Mama Lemon (Dish and vegetable detergent that is gentle on the hands) CHARMY Green (Kitchen detergent that is gentle on the hands and strong against grease)</p>	<p>From the 1990s Enhancing the practice of hand-washing with products, contributing to improve awareness of cleanliness</p>  <p>KireiKirei medicated hand soap (Formulated with antibacterial components)</p>	<p>From the 2000s Contributing to clean and comfortable lifestyles in Asia</p>  <p>Overseas NANOX (Taiwan, Hong Kong, Singapore) Overseas KireiKirei (China, Hong Kong, South Korea, Singapore, Thailand)</p>
	<p>From the 1920s Use of plant-derived ingredients</p>  <p>Plant-derived Lion Laundry Soap (Plant-derived home laundry soap)</p>	<p>From the 1960s Addressing water environment issues Responding to eutrophication in lakes and marshes and to foaming in rivers related to detergent use</p>  <p>Dash Murin (phosphorus-free) Top</p>	<p>From the 1990s Expand line of products using plant-derived ingredients</p>  <p>Natera ("Natural coconut is the main ingredient" of this dish and vegetable detergent) Spark</p>	<p>From the 2000s Addressing environmental issues through products and communication</p>  <p>"Everyday. For the Earth." mark (Mark attached to Lion eco-friendly products) Development of eco-friendly products Promoting environmental targets</p>	