



The Lion Group's History of Addressing Social Issues



Lion's founder
Tomijiro Kobayashi

Lion's origins lie in soap and toothpaste. Since our founding in 1891, we have strived to adhere to our founding spirit of "benefitting society through business activities," seeking to help consumers enjoy healthy living through the provision of products while engaging in communication and educational activities aimed at promoting better living habits. We recognized long ago that global environmental protection is an issue that the whole world shares and have taken environmental measures accordingly, such as developing environmentally friendly products. To address evolving social issues and help bring about a better society, as well as to realize our management vision, we are moving forward with sustainability initiatives.

Oral Care

<p>From 1896 Cavity prevalence among children at 96% / Promoting oral care</p> <p>Lion Toothpowder Lion Toothpowder packets printed with charity coupons (The starting point of Lion's social contribution activities)</p>	<p>From 1913 Started educational activities to foster healthy tooth brushing habits</p> <p>Held the first Lion oral hygiene lecture (The start of promotional and educational activities)</p> <p>Held the first Oral Health Event of Tooth Brushing for Children (Teaching correct tooth brushing methods to children)</p>	<p>From the 1960s Expanding the market and developing world-class products</p> <p>White Lion (Japan's first toothpaste with calcium phosphate, which is highly effective for whitening teeth)</p> <p>Dentor Lion toothpaste (The first in Japan formulated to prevent pyorrhea)</p>	<p>From the 1960s Addressing diverse oral health issues</p> <p>Established the Lion Foundation for Dental Health (LDH) (Promoting oral healthcare through LDH)</p> <p>CLINICA Lion cavity prevention toothpaste (The world's first toothpaste formulated with the enzymes that break down dental plaque)</p>	<p>From the 1990s Addressing gum disease through the systematic combination of products with clear functions</p> <p>Dentor Systema Lion Series (Gum disease prevention)</p>	<p>From the 2000s From oral care to whole-body health Promoting oral health care</p> <p>CLINICA Advantage Series (Preventive dentistry promotion)</p> <p>Activities to promote good oral health care habits in Asia</p>
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Cleanliness and Comfort

<p>From 1891 Start of soap manufacturing and promotion of correct laundry methods</p> <p>Kohyo Soap (Beauty soap produced in Lion's early days)</p> <p>Laundry lecture held by Lion Laundry Science Laboratories</p>	<p>From the 1950s Addressing health problems caused by parasites on vegetables</p> <p>Lipon F (Japan's first kitchen detergent for washing fruits, vegetables and tableware)</p>	<p>From the 1960s Addressing diverse lifestyle needs</p> <p>Mama Lemon (Dish and vegetable detergent that is gentle on the hands)</p> <p>CHARMY Green (Kitchen detergent that is gentle on the hands and strong against grease)</p>	<p>From the 1990s Promoting good hand washing habits and related products, helping raise cleanliness and hygiene awareness</p> <p>KireiKirei Medicated Hand Soaps (With antibacterial agents)</p>	<p>From the 2000s Contributing to clean and comfortable living in Asia</p> <p>TOP NANOX (now TOP SUPER NANOX) (Super-concentrated liquid laundry detergent)</p> <p>Activities to promote the practice of hand-washing in Asia</p> <p>KireiKirei overseas (Thailand, Singapore, South Korea, China, Hong Kong)</p>
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Environmental Conservation

<p>From the 1920s Use of plant-derived ingredients</p> <p>Plant-derived Lion Laundry Soap (Japan's first plant-derived household laundry soap)</p>	<p>From the 1960s Addressing foaming in rivers, eutrophication in lakes and marshes and other water environment issues with advanced technology</p> <p>Dash (Laundry detergent formulated with the highly biodegradable surfactant AOS)</p> <p>Murin TOP (A phosphate-free laundry detergent formulated with enzymes to be environmentally friendly while maintaining high detergency)</p>	<p>From the 1990s Reducing CO₂ emissions by using primarily plant-based washing ingredients</p> <p>Natera (Dish and vegetable detergent made primarily from natural coconut oil)</p> <p>Emeron Shokubutsu-Monogatari (Plant Story) beauty soap (Beauty soap made with 100% plant ingredients)</p> <p>Spark (Laundry detergent made from palm oil)</p>	<p>From the 2000s Addressing environmental issues through products and communication</p> <p>The "eco LION" Mark (Mark printed on environmentally friendly Lion products)</p> <p>Environmental education through events (Participation in EcoPro)</p> <p>Development of eco-friendly products</p> <table border="1"> <tr> <td>1</td> <td>Realizing a Low Carbon Society</td> </tr> <tr> <td>2</td> <td>Realizing a Sound Material-Cycle Society</td> </tr> <tr> <td>3</td> <td>Harmonizing with Nature</td> </tr> <tr> <td>4</td> <td>Awareness and Education in Society</td> </tr> </table> <p>Promotion of Eco Vision 2020 (Implemented in three-year phases beginning 2012)</p> <p>Eco Vision 2020 ▶ p.22</p>	1	Realizing a Low Carbon Society	2	Realizing a Sound Material-Cycle Society	3	Harmonizing with Nature	4	Awareness and Education in Society
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