



Community Involvement and Development

Related SDGs

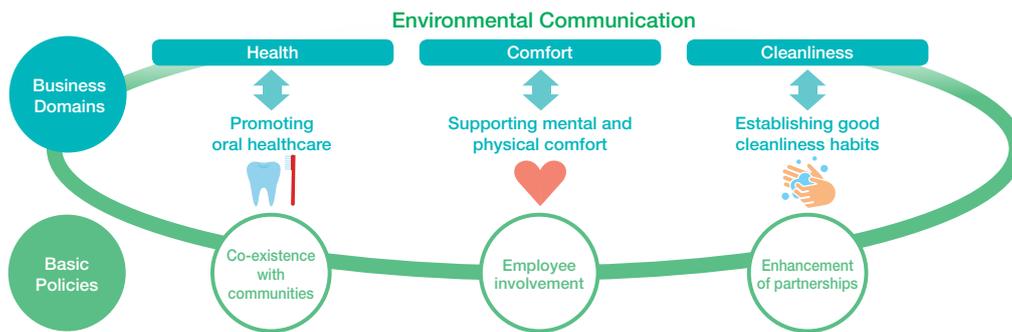


Basic Approach

Since its founding, Lion has sought to help consumers enjoy healthy living through the provision of products while carrying out educational activities and communication aimed at creating better living habits.

In Japan and countries and regions across Asia, Lion is engaged in initiatives that contribute to the sustainable development of society and the global environment through the areas of health, comfort and cleanliness. We believe that our continued business viability depends on co-existing harmoniously with the communities in which we are involved, such as those where Lion facilities are located. We therefore strive to help solve issues in and invigorate local communities in partnership with local residents, government agencies and citizens' groups. In addition, by increasing opportunities for every employee to get involved in business-related educational activities, we foster human resources that create new value informed by a high level of social and environmental awareness.

Aiming to contribute to everyday health and comfort and longer healthy life expectancy around the world, Lion seeks to "ReDesign" everyday rituals to become more natural, easy and enjoyable in order to realize healthy minds and bodies for all.



Creating Healthy Living Habits in Coordination with Communities

Promoting Oral Healthcare

Lion aims to help improve consumer health through oral healthcare. The keys to oral healthcare are learning correct knowledge and establishing preventive dentistry habits to manage dental health and avoid problems. Accordingly, Lion is working to

help consumers understand the significance of forming healthy habits and, through the provision of products and services, seeking to "ReDesign" everyday rituals to become more natural, easy and enjoyable so that people will naturally want to do them.

Developing Oral Healthcare Leaders in Coordination with Local Governments

Lion seeks to promote preventive dentistry practices that consumers can perform themselves. To this end, in communities with which we have formed partnerships, we hold oral healthcare leader development lectures to empower local governments, as oral healthcare leaders, to provide residents with tooth brushing information and practical techniques that can be beneficial to overall health. We are currently carrying out these activities in the cities of Ishinomaki and Sakaide.



Oral healthcare leader development lecture in Sakaide

New Community Building Activities Using Online Content

In 2019, we launched *HAGUKI CHECKER*,* an online tool that checks the state of users' teeth and gums. Users simply use a smartphone or other device to take photos of the inside of their mouths, including the teeth and gums, and upload them to *HAGUKI CHECKER*. The online service then uses AI to identify individual teeth and check the state of the gums around each. By helping consumers see and understand their own oral environments, *HAGUKI CHECKER* sparks greater interest in the state of their gums.

* Developed based on Lion's data and expertise, *HAGUKI CHECKER* was created using the AI image analysis technology of Automagi Inc. and the service development technology of MTI Ltd.



Gum checking tool *HAGUKI CHECKER*

Users Cumulative Approx. 16,000

(July 22, 2019 to December 26, 2019)

Oral Healthcare Leader Development Lectures (Japanese)



<https://www.lion.co.jp/ja/csr/community/oral/self-care/>



● Promoting Oral Healthcare through the Lion Foundation for Dentistry Health

In line with the principle of “returning profits obtained through corporate activities to society,” which has remained unchanged since its founding, Lion has been implementing oral healthcare promotional and educational activities since 1913. In 1964, Lion established the Lion Foundation for Dental Health (LDH), which was approved by the then Ministry of Health and Welfare of Japan. In 2010, the Cabinet Office approved a change in the foundation's status to a public

interest incorporated foundation. Through the three public benefit services shown below, LDH continues to work to maintain and improve the dental and oral health of consumers in coordination with the Japan Dental Association, universities and government bodies. LDH thus strives to contribute to society at the frontlines of oral care in order to improve quality of life for all. Lion lends its full support to these activities.

Three Public Benefit Services of LDH

1. Oral health promotion projects

Educational activities to promote oral health practices at all life stages

2. Research and investigative projects

Research and investigation into the importance of oral care for extending healthy life expectancy and the provision of information on research results obtained through business and other activities to specialists and customers

3. Educational and training projects

Holding of various seminars and lectures for health instructors and dental specialists

Lion Foundation for Dental Health

<https://www.lion-dent-health.or.jp/english/>

● The Oral Health Event of Tooth Brushing for Children

The Oral Health Event of Tooth Brushing for Children, started in 1932, is held every year for elementary school students during Dental/Oral Health Week (June 4th to 10th). For the 77th event in 2020, participating schools chose a date to participate and took part by watching an educational DVD. Approximately 270,000 elementary school students attending a total of 4,722 schools participated in 2020, including students in Japan and seven other countries and regions, mainly in Asia.



Participating elementary school students **Cumulative** Approx. **1.96 million**

Main Activities of LDH in 2019

Oral health promotion for mothers and children

Childcare support programs in the area of dental and oral health for expectant mothers and infants, preschoolers and their guardians.

Participants: 1,435 infants and preschoolers



Cumulative participants Approx. **1,150,000**

Oral health promotion for school children

Face-to-face educational activities with schoolchildren and their guardians and support for the activities of health instructors.

Participants: 6,315 schoolchildren
854 health instructors



Cumulative participants Approx. **23,285,000**

Oral health promotion for adults (in industry)

Instruction focused on the prevention of a gum disease and on the maintenance and improvement of dental and oral health for employees of various companies.

Participants: 15,212



Cumulative participants Approx. **2,122,000**

Oral health promotion for the elderly (from 2007)

Provision of support to help maintain oral functions so that participants can eat with their own teeth and mouth long into the future.

Participants: 66,042



Cumulative participants Approx. **186,000**

Dental Checkups and Treatment

Implementation of highly professional, high-quality treatment and preventive dentistry activities tailored to individuals at all life stages, from infants to the elderly.

Participants: 5,502



Cumulative participants Approx. **1,864,000**

Cumulative totals are total numbers since establishment of the LDH (1964)

Promoting Oral Healthcare (Japanese)

<https://www.lion.co.jp/ja/csr/community/oral/>

● Activities to Establish Cleanliness Habits through Employee Involvement

Lion implements activities to promote proper hand washing habits, mainly with the *KireiKirei* brand, aiming to realize everyday health and comfort for consumers.

With a policy that encourages employees to get involved through volunteer activities, Lion aims for 100% of current employees to have participated in activities to promote good hand washing habits by 2050. From 2012 to 2019, 1,222 employees participated (cumulative participation rate 42.8%).

Over this period, approximately 35,000 preschoolers participated in these activities. We are promoting good hand washing habits at kindergartens, preschools and public facilities, mainly in the areas where Lion facilities are located across Japan, Ishinomaki City (Miyagi Prefecture), which was affected by the Great East Japan Earthquake and an area closely connected to our founder, and Sakaide City (Kagawa Prefecture), where *KireiKirei* Hand Soap is manufactured. In addition, we conduct activities in cooperation with our business partners and incorporate good hand washing habit promotion activities conducted at kindergartens and preschools into the corporate training programs of young employees in order to heighten employee awareness of community involvement. Activities to promote good hand washing habits are also conducted in Asian countries and regions where *KireiKirei* products are sold.

We work with local governments as well. Since 2014, Sakaide City, Lion and the Lion Chemical Co., Ltd. Oleochemical Production Site, which produces *KireiKirei* hand soap, have been jointly promoting the *KireiKirei* City-Sakaide Project,

Activities in Coordination with Communities

● Plant Tours

Lion considers plant tours to be an important contact point between customers and the Company. So that customers can get to know Lion products and witness the extremely high priority the Company places on safety and environmental conservation in its operations, we welcome many visitors to the plants every year.

Plant	Plant tours	Participants
Chiba	71	1,825
Odawara	107	2,823
Osaka	48	1,149
Akashi	63	1,340
Total	289	7,137

(January 1, 2019 to December 31, 2019)

aiming to spread and establish cleanliness habits among the citizens of Sakaide City.

* Oral healthcare educational activities were also initiated from April 2019.

Participating preschoolers **Cumulative** Approx. **35,000**

Employee participation rate **Cumulative** Approx. **42.8%**

Establishing Cleanliness Habits (Japanese)

<https://www.lion.co.jp/ja/csr/community/washing/>



Interacting with local families (Sakaide Project)

● Initiatives for Hygiene and Health Care in Times of Disaster

Paying attention to health is especially important in a disaster situation. Lion creates and distributes pamphlets and posters titled “Hygiene and Health Care in Times of Disaster” as part of efforts to provide information on cleanliness and health care.



From 2017, we have held educational activities for local residents in the communities throughout Japan where our facility sites are located. We will contribute to the establishment of cleanliness habits.

Hygiene and Health Care Information for Times of Disaster

<https://www.lion.co.jp/en/emergency-care/>



Explanation of the laundry detergent manufacturing process (Chiba Plant)

Read about Lion's environmental communication initiatives:

- Toothbrush Recycling Program ➡ p.20
- Forest Maintenance Activities at the Lion Forest in Yamanashi ➡ p.21
- Biodiversity Conservation (Japanese)

<https://www.lion.co.jp/ja/csr/biodiversity/activity/>