

ReDesign

Make a difference in everyday lives by redesigning habits



Corporate Message

Every day is full of wonderful moments.
 Birds singing outside your window.
 The clean feel of a freshly washed shirt.
 A blue sky without a cloud in sight.
 The smiling faces of children at play.
 A tasty meal after a hard day's work.
 Some days are special —
 weddings, birthdays, holidays ...
 But even the ordinary days are precious.
 At Lion our business revolves around ordinary days.
 Providing the products people need
 to maintain good lifestyle habits.
 Supporting cleanliness, health and comfort,
 while protecting our global environment.
 This is our mission, one in which we take pride.
 Inspired by the wonder of everyday life.
 Dedicated to creating a future full of health, hope and happiness.
 For people everywhere around the world.

life.love.
LION



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Vision & Future

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