

**MIGACOT After-Lunch Tooth Brushing Promotion Project: Round One**  
**Suggesting After-Lunch Tooth Brushing at a Variety of Workplaces**  
**Providing a Catalyst for the Formation of New After-Lunch Brushing Habits among Employees of Yamanashi City Hall!**

Lion Corporation (President: Masazumi Kikukawa) recommends brushing one's teeth three times a day, after meals, to protect against cavities and gum disease. To spread the practice of after-lunch brushing, in April 2020, Lion launched *MIGACOT*, an oral care set that includes a cup. *MIGACOT* increases the convenience of after-lunch brushing at the office, a practice it is promoting through a project being advanced at a variety of workplaces. In the first round of the project, we worked with the employees of Yamanashi City Hall. A report on the results of this initiative follows.



**■ Overview of the Project**

This project aims to encourage people at a variety of workplaces to brush their teeth after lunch.

Under the project, *MIGACOT* oral care sets that include cups are provided to participating workplaces for distribution among employees along with motivating posters encouraging awareness and the practice of after-lunch brushing. After two to three months, Lion surveys participants about their after-lunch brushing practices and changes in the way they feel. Through the project, we aim to help establish the habit of brushing after lunch.

### **Initiative at Yamanashi City Hall**

We began this project in April 2020 with 353 volunteers from among the staff of Yamanashi City Hall. We then surveyed them in June, collecting responses from 344 participants.

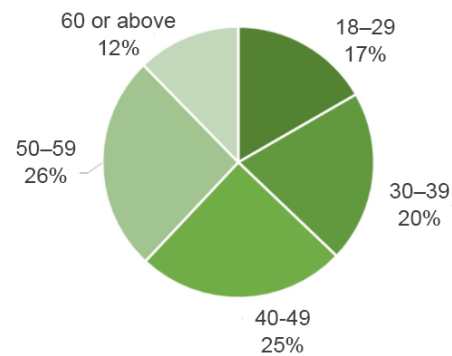


Figure 1. Age of Participants (Years) (n=344)

### **■ Survey of Participants at Yamanashi City Hall**

#### **(1) Before the Project, 80% of City Hall Staff Were Already Brushing After Lunch!**

Of the Yamanashi City Hall staff who participated in the project, 80% were already in the habit of brushing their teeth after lunch. A 2018 Lion survey of 10,000 office workers ages 20 to 59 found that only 40% habitually brushed their teeth after lunch. This finding thus indicated that the participants in the project were already quite enthusiastic about brushing after lunch.

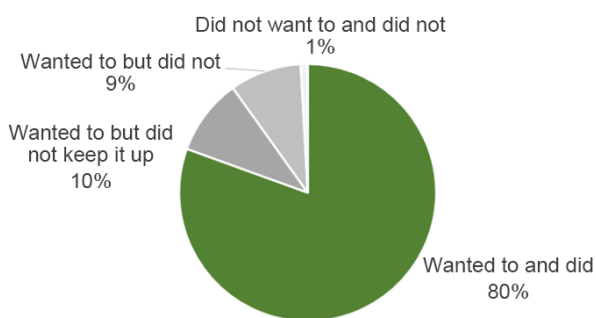


Figure 2. Desire to Engage in and Execution Rate of After-Lunch Tooth Brushing (n=344)



The survey also asked why participants brushed after lunch. In addition to those who simply answered that it is a habit, some participants gave reasons related to their specific professional duties, such as being in frequent close contact with others or working at public-facing service desks, as well as answers that suggested a strong health awareness, such as that they felt after-lunch brushing was necessary for their dental health.

**(2) After-Lunch Brushing Leaves Participants Feeling Clean and Refreshed!**

Going into the project, participants' expectations regarding after-lunch brushing were mainly things like preventing cavities and bad breath. However, after trying it, they reported that it left their mouths feeling pleasantly clean and that it made them feel refreshed. Many participants also said that it was part of maintaining personal hygiene and appearance. These results indicate that after-lunch brushing served both to enhance participant's own comfort and, in the workplace setting, as a form of consideration toward others around them.

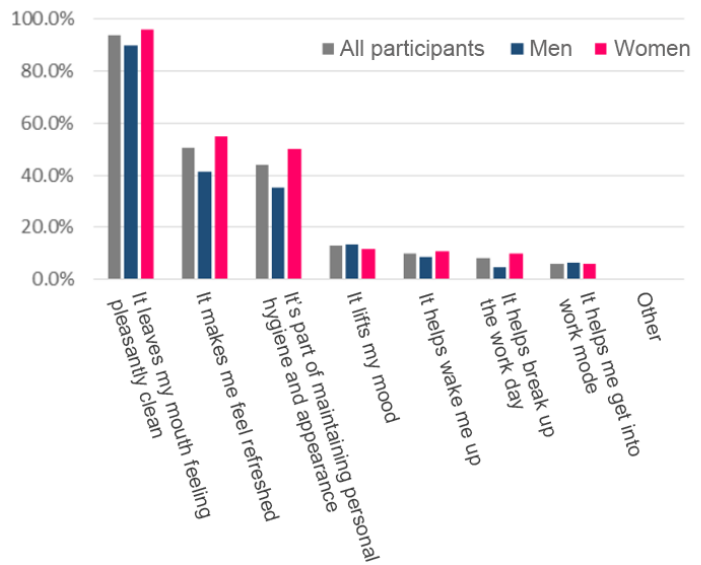


Figure 3. Impressions following After-Lunch Brushing (n=344, MA)

**(3) Desire to Engage in After-Lunch Brushing Increased following the Project's Start, Even Among Those Who Did Not Do So Before!**

Before the project, of the 344 participants, 26 (19 men and seven women) responded that, while they wanted to brush their teeth after lunch, they did not, or had started at some point but not kept it up.

Reasons given for not brushing after lunch included not having enough time (a man in the 40–49 age bracket), finding it a bother during a time when they would prefer to rest (a man in the 40–49 age bracket), and finding it bothersome because of crowding in bathrooms or in the need to accommodate clients around lunchtime (a woman in the 50–59 age bracket), suggesting that being too busy with work was a factor for many participants.

However, through this project, some of the non-brushers changed their behavior after trying after-lunch brushing, for example, a man in the 18–29 age bracket who reported feeling that his mouth felt pleasantly clean after brushing, and a man in the 30–39 age bracket who said that it had become part of his daily routine. A woman in the 60 and above age bracket also reported that a culture of after-lunch brushing developed among her coworkers, suggesting a broader change. As a result, following the project, 11 of the participants said that they definitely wanted to continue after-lunch brushing, and another eight said that they somewhat wanted to continue after-lunch brushing. These results indicate that the project provided a catalyst for changes in attitudes and behavior.

	Before		After
Man 19–29 years old	I wanted more time to sleep.	→	My mouth feels pleasantly clean.
Man 30–39 years old	I lacked a catalyst to start.	→	It became part of my daily routine.
Woman 60 years old or above	There was no comfortable space for brushing to make it comfortable	→	A culture of after-lunch brushing developed among my coworkers

Table 1. Changes in Attitudes of Participants Who Were Not After-Lunch Tooth Brushers before the Project (a selection of write-in answers from participants who said they wanted to continue after-lunch brushing following the project)

### ■ The Conclusion of the Project at Yamanashi City Hall

Among the project participants, many already had a strong awareness of dental health and were in the habit of brushing their teeth after lunch. Even so, through the project we were able to provide an impetus to start brushing after lunch to those who did not already do so habitually.

Lion will continue this project going forward to promote after-lunch tooth brushing.

### Yamanashi City Hall Staff Engages in the Toothbrush Recycling Program!

Since 2006, Yamanashi City and Lion have been collaborating to promote Lion Forest in Yamanashi activities. Specifically, Lion employees engage in the maintenance of the forest, a water resource, alongside local residents. Moreover, this collaboration involves a variety of other initiatives associated with oral care. For example, Lion regularly contributes articles to *Kouhou Yamanashi*, an official newsletter issued by Yamanashi City, to help citizens raise their awareness of oral care and otherwise provide them with useful insights on health maintenance. In addition, since 2017 Yamanashi City has participated in the Toothbrush Recycling Program, which was launched in 2015 to collect used toothbrushes and recycle them. Recycled plastics are used to make planters and other plastic-based products.



**For more details on the Toothbrush Recycling Program, please click on the following URL.**

<https://www.lion.co.jp/en/csr/env/communication/02.php#toothbrush-recycling>

■ About **MIGACOT**

**MIGACOT** is an oral care set that includes a cup, convenient for after-lunch brushing at the office. The cup, which doubles as the cap, eliminates the need to cup water in the hands to rinse. The set is designed with a number of other features to make it easy to use in an office environment.



Set contents



Left: **MIGACOT CLINCA ADVANTAGE** toothpaste and toothbrush set

*CLINCA ADVANTAGE* Toothpaste: Cool Mint 30g (quasi-drug)\*

*CLINCA ADVANTAGE* Toothbrush: Four-row compact, medium firmness

Right: **MIGACOT** cases

\* Brand name: *CLINICA Q*

Highly concentrated fluoride formula (1,450 ppm); not for use with children under the age of six.

**MIGACOT Brand website (Japanese):** <https://clinica.lion.co.jp/migacot/>