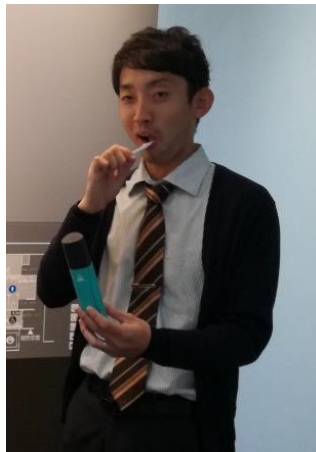


MIGACOT After-Lunch Tooth Brushing Promotion Project: Round Three

After-Lunch Brushing as a Transition into Afternoon Work!  
At Sakaide City Hall, 401 Employees Try  
After-Lunch Tooth Brushing!

Lion Corporation 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, Lion is implementing projects in cooperation with a variety of workplaces. From October to December 2020, we implemented a project for the employees of Sakaide City Hall in Kagawa Prefecture. 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 to create an impetus to practice 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 Sakaide City Hall

We began this project in October 2020 with 401 volunteers from among the staff of Sakaide City Hall. We then surveyed them in December and January, collecting responses from 250 participants.

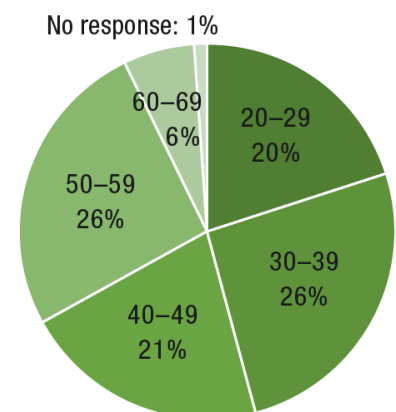


Figure 1. Survey Respondents by Age (n=250)

### Sakaide City and Lion

Sakaide City, Kagawa Prefecture, is home to Lion Chemical Corporation's Oleochemical Production Site, a Lion's Group company. This site produces *KireiKirei Medicated Hand Soap* and many of Lion's toothbrushes. Since 2014, Sakaide City, Lion Chemical and Lion have been jointly implementing the *KireiKirei City-Sakaide Project*, aiming to contribute to the health of Sakaide citizens by helping establish good hand and oral hygiene habits.

### ■ Survey of Participants at Sakaide City Hall

#### (1) Before the Project, 44% of Participants Were Already Brushing After Lunch

Of the Yamanashi City Hall staff who participated in the project, 44% 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 40% habitually brushed their teeth after lunch—roughly the same portion as that of the Sakaide City Hall participants. The other participants gave a variety of reasons for not practicing after-lunch brushing, such as being too busy (32 respondents), finding it a bother (26 respondents) or not having a good place to do so (24 respondents).

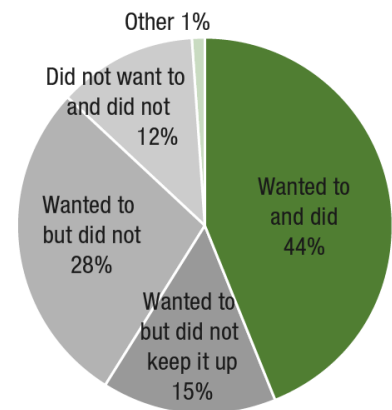


Figure 2. Desire to Engage in and Execution Rate of After-Lunch Tooth Brushing Before the Project (n=250)

#### (2) After-Lunch Brushing Left Participants' Mouths Feeling Clean and Refreshed

Participants in the project reported positive experiences, such as that following after-lunch brushing, their mouths felt pleasantly clean and they felt refreshed. These results were consistent with those of the projects implemented at other workplaces in 2020.\* In the open-ended write-in portion of the survey, a woman in her 50s wrote that her entire mood—not just her mouth—felt refreshed, and a woman in her 20s reported that it helped her feel invigorated and transition from lunchtime to her afternoon work. As these answers indicate, participants reported that after-lunch tooth brushing not only left their mouths feeling clean, but helped them shift gears between different parts of their workday.

\*See Lion's news releases published September 28, 2020 (the Yamanashi City Hall project) and December 25, 2020 (the point 0 marunouchi project; available in Japanese only)

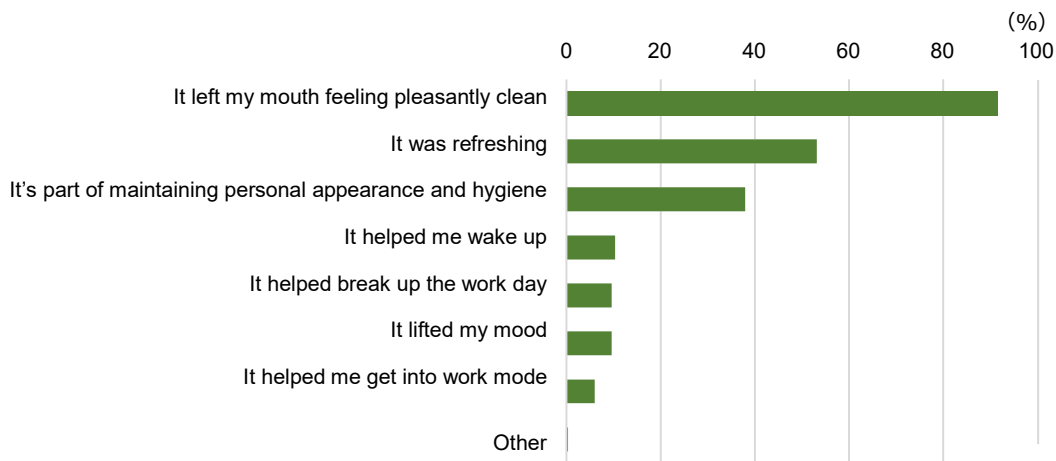


Figure 3. Impressions following After-Lunch Brushing (n=250, MA)

**(3) After the Project, 91% of Respondents Wanted to Continue After-Lunch Brushing!**

After taking part in the project, 91% of survey respondents answered that they either definitely wanted to continue after-lunch brushing (63%) or somewhat wanted to continue after-lunch brushing (28%). In particular, 94% of those who were already in the habit of after-lunch brushing before the project (those who answered “Wanted to and did”) indicated that they definitely or somewhat wanted to continue the practice.

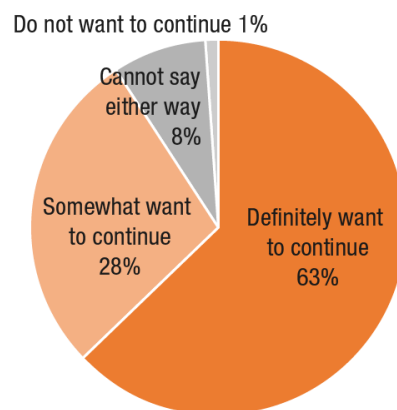


Figure 4. Desire to Continue After-Lunch Brushing following the Project (n=250, SA)

We also followed up with respondents who did not practice after-lunch brushing before the project but answered that they definitely or somewhat wanted to continue doing so going forward. When asked why, many of these individuals brought up improvements in their environment or changes in their attitudes.

A particularly common reason given for the change was that a good place for tooth brushing became available at their workplace. For example, a woman in her 40s said that there was previously no sink in her workplace to use except that in the bathroom, but the new city hall building offered a more suitable space. The construction of a new Sakaide City Hall building, which provided a better space for tooth brushing, seems to have helped lead to an increase in motivation to practice after-lunch tooth brushing. In addition, a man in his 20s answered that previously he had not started brushing his teeth after lunch because he had not gotten around to buying a toothbrush, but that after

trying it, he found that it helped him regain focus and get into his work. This sentiment was echoed by several respondents. Indeed, procuring a toothbrush for work can be surprisingly bothersome and easy to forget in the hustle and bustle of the workday. These results suggest that having an appropriate location and supplies (such as toothbrushes) readily available can boost the formation of after-lunch tooth brushing habits.

Furthermore, a woman in her 30s commented that her outlook changed, as she realized that she could brush her teeth just to feel refreshed and did not have to worry about being thorough. Putting pressure on oneself to brush properly at the workplace can make it feel like a chore, so taking a more carefree approach and thinking of it instead as an opportunity to shift gears may be a useful first step toward establishing an after-lunch brushing habit.

### ■ **The Conclusion of the Project at Sakaide City Hall**

This project provided an impetus to practice after-lunch tooth brushing for those who had not previously done so or had difficulty maintaining it as a habit. It also yielded the insight that finding ways to make brushing a little easier for each individual is crucial, whether through adjustments to setting, supplies or mindset.

When brushing one's teeth at the workplace, it is important to prevent spray and splatter and to avoid crowding around sinks by, for example, staggering the times when you go to brush. While encouraging efforts to prevent the spread of COVID-19, Lion will continue its initiatives to support after-lunch tooth brushing in line with new ways of working and living.

■ **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 after brushing. The set is designed with a number of other features to make it easy to use in an office environment.

**1 Cap serves as a cup**  
Tidy and easy, the cup eliminates the need to cup water in the hands when rinsing after brushing

**2 Opaque case**  
Store and carry your toothpaste and toothbrush discreetly

**3 Breathable case for sanitary storage**  
Allows air circulation even when closed so the toothbrush dries thoroughly after use

**4 Case stands upright, saving space on narrow sink ledges**  
Stands on its own by the sink, staying out the way

**5 Three colors to choose from**  
Choose your favorite to bring out a positive, can-do attitude toward work!  
● Colors: Green, pink, black



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/>