

## Lion Forms Agreement to Collaborate on Yamaguchi Prefecture's Healthy Smile Program

Lion Corporation, along with the Yamaguchi Dental Association, Yamaguchi Dental Hygienists' Association, Sunstar Inc., Lotte Co., Ltd. and Yamaguchi Financial Group, Inc., formed an agreement to collaborate on Yamaguchi Prefecture's Healthy Smile Promotion Program on March 26, 2021.

### ■ Objective of Participating in the Healthy Smile Program

Yamaguchi Prefecture's Healthy Smile Program is aimed at extending healthy life expectancy by protecting and enhancing the functions of prefectural residents' teeth and mouths. Based on the key concept of healthy smiles, a variety of public-private projects are being implemented under the program.

As a healthcare company with businesses spanning household products, foods with function claims, OCT drugs and other products, in addition to providing products, Lion is engaged in a variety of initiatives aimed at enhancing consumers' quality of life and lengthening their healthy life expectancy. Lion entered into the collaboration agreement with Yamaguchi Prefecture because it believes that participation in the Healthy Smile Program will help to achieve its objective of providing "opportunities for everyone to practice oral healthcare whenever necessary."



Yamaguchi Prefecture's  
Healthy Smile logo

### ■ Lion's Initiatives under Yamaguchi Prefecture's Healthy Smile Program (Year One)

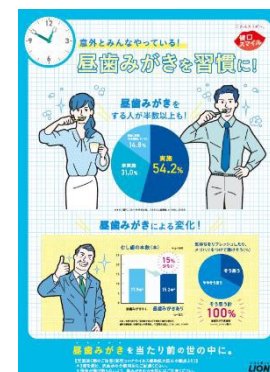
Under the framework of Yamaguchi Prefecture's Healthy Smile Program, Lion will offer the following programs focused mainly on oral care awareness.

#### (1) Normalizing After-Lunch Tooth Brushing

An increased frequency of tooth brushing is known to be associated with a decreased incidence of cavities and periodontal pockets, which can lead to gum disease.\* As life spans grow longer, maintaining long-term dental health is even more important; to this end, Lion recommends brushing three times a day. To encourage after-lunch brushing in the workplace, we will implement the following measures.

\* Y. Takano Y et al., Journal of Dental Health (2002); 52: 618-619  
Y. Yamazaki et al., Journal of Dental Health (2018); 68: 21-27

- Provide *MIGACOT* oral care sets, which include cups and are designed for use in the workplace, to public and private employees in Yamaguchi Prefecture. Plans for 2021 call for the provision of such sets to approximately 4,200 individuals working for Shunan City Hall, Yamaguchi Bank and Saikyo Bank.
- Provide posters promoting after-lunch tooth brushing to be put up in participating workplaces.
- Offer online seminars to increase awareness of after-lunch tooth brushing.
- Conduct surveys of participants to measure awareness of after-lunch tooth brushing and changes in rates of such brushing.



Poster promoting after-lunch brushing



**MIGACOT CLINICA ADVANTAGE Toothpaste and Toothbrush Set**

CLINICA ADVANTAGE Toothpaste—Cool Mint 30g (quasi-drug)\*

CLINICA ADVANTAGE Toothbrush—Four-row compact, medium firmness

\*Product name: CLINICA Q

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

**(2) Promoting Participation in the Oral Health Event of Tooth Brushing for Children at all Yamaguchi Prefecture Schools (for Upper Elementary Grades)**

Lion will distribute its regular pamphlet about the Oral Health Event of Tooth Brushing for Children as well as a flyer newly created for Yamaguchi Prefecture among all elementary schools in the prefecture. We aim to have all 303 public elementary schools in the prefecture participating in five years' time. In 2021, 156 schools are slated to participate (up 83% from 2020).



Reference: Pamphlet, children's toothbrush and dental floss distributed for the 77th annual event

\*This dental floss is designed for use by both children and adults

**(3) Healthy Smile Leader Development Lectures**

Lion will offer an online lecture program for dental hygienists and school nursing teachers and health nurses to develop leaders who can help spread the practice of preventive dentistry throughout Yamaguchi Prefecture.

**(4) Education Regarding Dental Examinations for New and Expectant Mothers**

To promote the practice of preventive dentistry among new and expectant mothers, Lion will hold seminars for residents of Yamaguchi Prefecture and dentistry professionals aimed at expanding the implementation of dental examinations for said individuals within the prefecture. We aim to expand the practice of such examinations to all 19 municipalities of the prefecture in five years' time.

Through these programs, Lion will help extend the healthy life expectancy of the residents of Yamaguchi Prefecture by protecting and enhancing the functions of their teeth and mouths.