

MIGACOT After-Lunch Tooth Brushing Promotion Project
Goal of After-Lunch Brushing during the COVID-19 Pandemic: Keeping the Oral Cavity Clean and Hygienic
1,704 People at a Tokyo Office Building Took the After-lunch Tooth Brushing Challenge!

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, we have been working on this project at a variety of workplaces. The results of the survey we conducted from November to December 2020 targeting people working in an office building in Tokyo are below.



■ 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 a Tokyo Office Building

We began this project in November 2020 with 1,704 volunteers from among the people working at a Tokyo office building. We then surveyed them in December 2020, collecting responses from 595 participants.

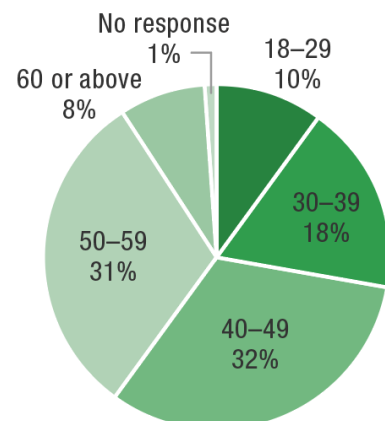


Figure 1. Age of Participants (Years) (n=595)

■ Survey of Participants at a Tokyo Office Building
(1) Before the Project, 53% of Participants Were Already Brushing After Lunch!

Of the people working in the Tokyo office building (hereinafter, “participants”) who participated in the project, 53% were already in the habit of brushing their teeth after lunch. A 2018 Lion survey of 10,000 office workers aged 20 to 59 found that only 40% habitually brushed their teeth after lunch. This finding thus indicated that the project participants were already enthusiastic about brushing after lunch.

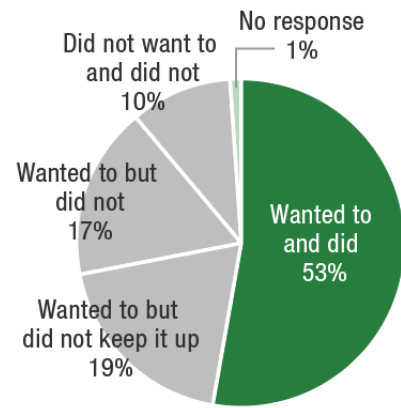


Figure 2. Desire to Engage in and Execution Rate of After-Lunch Tooth Brushing (n=595)

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

Going into the project, participants’ expectations regarding after-lunch brushing were mainly things like feeling pleasantly clean and refreshed. In fact, the number one expectation expressed was that it would keep the mouth clean and hygienic. It is possible that the reason why so many people mentioned general hygiene rather than tooth decay prevention or bad breath control is that the COVID-19 pandemic has led to raised hygiene awareness.



Figure 3. Impressions following After-Lunch Brushing (n=595, MA)



Figure 4. Expectations for After-Lunch Brushing (n=595, MA)

(3) 84% Intend to Continue After-Lunch Brushing After the Project is Over!

After taking part in the project, 84% of survey respondents answered that they either definitely wanted to continue after-lunch brushing (55%) or somewhat wanted to continue after-lunch brushing (29%). In particular, 93% of those who were not already in the habit of after-lunch brushing before the project (those who answered “Wanted to but did not keep it up,” “Wanted to but did not” and “Did not want to and did not,” a total of 276 people) indicated that they definitely wanted to continue the practice.

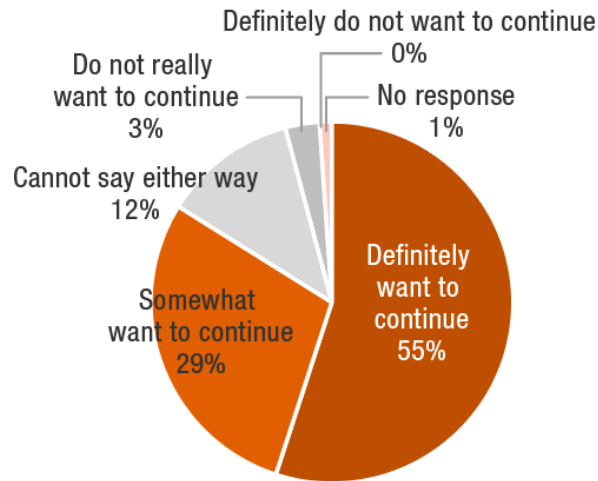


Figure 5. Desire to Continue After-Lunch Brushing following the Project (n=595, SA)

■ **The Conclusion of the Project at a Tokyo Office Building**

For this project, more than half of the participants had already made after-lunch brushing a habit even before the project started. For those who were already in the habit of brushing their teeth after lunch, it gave them a chance to reflect on their habits. In addition, for those who had been thinking about brushing their teeth after lunch but were not able to keep it up, or for those who had not done so in the past, it was an opportunity to challenge themselves to try it.

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. In addition, the Japan Dental Association has introduced a method of tooth brushing while the mouth closed to help prevent droplets from spraying.

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

MIGACOT
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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/>