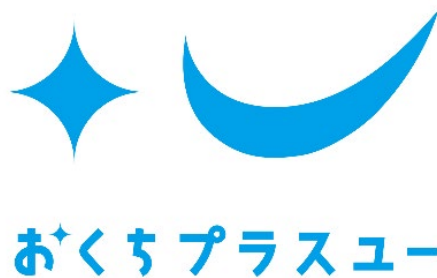


August 8, 2022

Lion Launches New “Okuchi Plus You” Corporate Well-Being Support Service Supporting Employee Health Starting with the Mouth

Lion Corporation launched the “Okuchi Plus You” well-being support service for corporations on July 29, 2022 (Friday) as part of the LION Oral Health Initiative,* one of its oral health activities for 2030. The aim of this service is to support the corporate management of employee well-being (Health and Productivity Management). Lion’s oral care information service (providing oral care seminars), introduced in March of this year, has been expanded to include saliva testing to help users visualize the state of their oral health and includes quick and easy-to-learn oral care content (e-learning, etc.) to help employees raise their oral health awareness and practice healthy behaviors. Going forward, we will further expand this service and contribute to improving people’s oral health and quality of life.

* A designation encompassing Lion’s activities in the oral health field aimed at realizing its long-term strategic framework, Vision2030. For an overview, please refer to the related release published on August 8, 2022.



1. Background

Japan’s Ministry of Economy, Trade and Industry added employee education on dental and oral health to its 2021 Health and Productivity Management Survey. A consideration for universal dental checkups was also added to the Cabinet Office’s Basic Policy guidelines announced in 2022. Moreover, in recent years there has been an increased focus on the importance of oral health and the role of companies and local governments in its assurance. Lion established the Lion Oral Health Initiative for 2030 to contribute to the improvement of people’s health by encouraging the creation of positive preventive dentistry habits tailored to each individual’s lifestyle and mental and physical health status. As part of this effort, we would like to utilize the knowledge we have accumulated over many years in promoting oral care habits among people to improve overall health through the mouth, in cooperation with companies, health insurance societies, and local governments. Now, Lion is pleased to announce the launch of “Okuchi Plus You,” its corporate well-being support service.

2. Service Details

There are three main options available, allowing Lion to propose and provide the most suitable option for each corporation according to its issues and workstyles. After an option is selected, we will create a report based on relevant data and work with the corporation to verify its accuracy. This approach enables the service to support the implementation of ongoing measures to establish positive preventive oral health habits, rather than temporary fixes.

Every option can be coupled with the distribution of Lion products (toothbrushing sets for the office, dental floss, etc.). For example, at oral care seminars aimed at raising awareness, products can be distributed to encourage specific oral care behaviors.

Available Options

a. Oral Care Seminars

These educational seminars are presented by dental hygienists and other professionals. We offer hands-on, easy-to-understand seminars both online and in person. Each seminar is unique and can be designed to meet the specific challenges of a given corporation. Recommended for corporations that wish to educate their employees in an interactive manner.



Oral Care Seminars

b. Saliva Testing

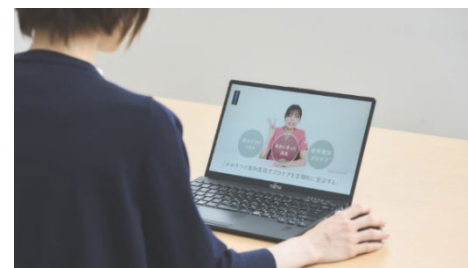
By measuring saliva with a laboratory device, you can actually get a visual image of your oral condition. The system provides a radar chart that maps items related to dental health, gum health and oral cleanliness, allowing the user to compare their condition to the general average. The results are communicated to each employee along with careful feedback from dental hygienists. Recommended for corporations that want to encourage their employees to monitor their oral health and increase employee awareness.



Saliva Testing

c. Oral Care Support Content

This option includes easy-to-understand five-minute e-learning videos on different topics, such as toothbrushing techniques; articles on oral care; and an oral health quiz that lets you calculate the health score of your teeth and gums. The materials are provided on a website that can be viewed by the employees of the contracted corporation only. Recommended for corporations that wish to provide online education for their employees, regardless of time or place.



Oral Care Support Content

It can be difficult to appreciate the importance of health maintenance when one is healthy, but by making it an extension of the daily teeth brushing habit, preventive oral care becomes easy to practice even when healthy. A wide range of employees can be targeted, and this will result in autonomous health management by creating preventive habits before problems occur. We will continue to contribute to the creation of better habits by providing new oral care oral care services that support the management of well-being (Health and Productivity Management).

Service Details and Inquiries

“Okuchi Plus You” website (Japanese only): <https://oral-kenkou.lion.co.jp/>

Related Information

Lion Establishes the Lion Oral Health Initiative for 2030

Website:

https://lion-corp.s3.amazonaws.com/uploads/tmg_block_page_image/file/8265/20220808a.pdf