

In Anticipation of Global Handwashing Day on October 15 Drawings Submitted to the “That is why I wash my hands” KireiKirei Global Drawing Contest Published

To celebrate the 25th anniversary of the launch of *KireiKirei*, Lion Corporation held the KireiKirei Global My Bottle Sticker Drawing Contest for children in eight countries and areas across Asia where *KireiKirei* products are sold, including Japan, China, South Korea, Thailand and Malaysia. In anticipation of Global Handwashing Day*¹ on Thursday, October 13, 2022, we have selected some of the 24,250 submissions received worldwide for publication on a special website.*²



*1 Established in 2008, the International Year of Sanitation, by international institutions, universities, companies and other actors working to address problems related to water and sanitation

*2 Japanese site: <https://go-lion.jp/Kireikirei039> English page: <https://kireikirei.lion.co.jp/mybottle/2022/>

1. Objective

Events in recent years have driven a rise in consumer awareness of hand hygiene and an increase in hand washing habits aimed at preventing illness. Lion’s *KireiKirei* hand soap brand was launched in 1997, the year after a series of large-scale outbreaks of E. coli in Japan prompted widespread attention to the importance of hygiene. Since the launch of *KireiKirei*, we have been engaged in a variety of activities aimed at spreading hygienic family habits across Japan to encourage children to have fun while proactively washing their hands.

October 15 is Global Handwashing Day.*¹ In the runup to this special day, this year, *KireiKirei* expanded its My Bottle Sticker Drawing Contest*³ from Japan to a total of eight countries and areas in Asia to encourage more children to learn to have fun while proactively washing their hands. Through the contest, we aim to help spread the idea of protecting not only one’s own health, but that of our families, loved ones and communities through hand washing. By doing so, we aspire to bring joy to people across Asia.

*3 Held in Japan since 2017. The contest asks participants to draw on a blank sticker that can be applied to the front of a *KireiKirei Medicated Foaming Hand Soap* bottle to encourage proactive hand washing.

2. Winning Entries and Entries from Overseas



*The submissions that received the gold, silver, and bronze prizes in Japan (①) and one submission submitted through each of the participating overseas subsidiaries (②-⑧) are shown below. These and other selected submissions have been published on special contest sites in Japanese and English.

① Winning entries in Japan



Gold: By Rikomaru (5 y/o)
Title: Family



Silver: By Yunoyuno (6 y/o)
Title: Wishing for Shikwasa in Okinawa



Bronze: By Ruri (4 y/o)
Title: With My Family

②-⑧ Entries submitted to overseas affiliates



By 5happy012



By Grace



By Yoyo



By CHUI



By Mook



By Naz



By Sacchan

■Contest Overview (entry submission has closed)

(For all participating companies)

Theme: What I want to do: That is why I wash my hands!

We solicited artwork about hopes and dreams—anything from where you want to go with your family or who you want to see when the pandemic subsides to dreams for the future, like what you want to be when grow up.

How to participate: Draw a picture on the theme “What I want to do” inside the circle printed on the sticker (as shown in Figure 1),*⁴ take a picture of it and submit the picture to the contest.*⁵

*⁴ By applying the *KireiKirei* custom “my bottle” sticker you drew to the front of a *KireiKirei Medicated Foaming Hand Soap* bottle, you can create a one-of-a-kind custom bottle (Figures 1.–3.)

*⁵ Contest details for Lion Corporation (Japan):

Submissions accepted from Friday, July 8, to Tuesday, August 16, 2022.

Winners were selected by judges within the contest’s administration.

Awards*⁶: Gold (1 winner); Silver (1 winner); Bronze (1 winner); Nice Drawing of What You Want to Do Award (10 winners); Lovely Dream Award (10 winners); Encouraging Washing Hands Award (5 winners)

*⁶ Winning works are announced on the Japanese version of the contest’s special website

• How to make a custom “my bottle”



Figure 1. Draw your design on the sticker



Figure 2. Apply the sticker to the front of a *KireiKirei Medicated Foaming Handsoap* bottle



Figure 3. Enjoy using your custom bottle

Source: ENFANT, Kodomoliving Co., Ltd.

KireiKirei will continue to implement activities to spread correct washing, aiming to help contribute to Sustainable Development Goal 3, "Good Health and Well-being," and Goal 6, "Clean Water and Sanitation for All."

Going forward, Lion will continue working with consumers to contribute to the realization of more hygienic living across society by creating positive living habits, mainly in the area of hygiene.

Appendix: KireiKirei Foaming Hand Soap in Japan and at Overseas Affiliates



| | | | |
|--|-------------|--------------------------|-------------|
| Company | ① | ② | ③ |
| Brand logo | | | |
| Local brand name English translation shown in parentheses | KireiKirei | Ai Kekute (Oh! Clean) | Qijing |
| Product photo (Main regular product type) | | | |
| Company | ④ | ⑤ | ⑥ |
| Brand logo | | | |
| Local brand name | Qijing | Kirei Kirei | Kirei Kirei |
| Product photo (Main regular product type) | | | |
| Company | ⑦ | ⑧ | |
| Brand logo | | | |
| Local brand name | Kirei Kirei | Kirei Kirei | |
| Product photo (Main regular product type) | | | |