

# Supporting the world in the prevention of periodontal disease

## Medicinal toothbrushing system

In 1993, Systema Series toothpaste was released. It gained the top market share in Japan due to its ability to penetrate and sterilize periodontal bacteria lurking deep in gum pockets (spaces between the teeth and gums), effectively preventing periodontal disease. Later, bundled with an ultra-fine toothbrush, it was launched in one country after another, and continues to help many people maintain good teeth and health.

### Japan



### China

The creamy foam in this gum care toothpaste reaches into every nook and corner, delivering penetrating anti-bacterial power to places where periodontal disease-causing bacteria grow. It even reduces bleeding of the gums.



### Hong Kong

This high-performance toothbrush has ultra-fine bristles with 0.02mm tips that reach into narrow gum lines and between teeth to effectively remove plaque.



### Indonesia

This high-performance anti-cavity toothpaste is formulated with nano calcium and fluorine to aid in initial cavity repair.



### Malaysia

This high-performance toothbrush has ultra-fine bristles with 0.02mm tips that reach into narrow gum lines and between teeth to effectively remove plaque.



## Singapore

This gum care toothpaste combines the penetrating anti-bacterial component IPMP with the anti-inflammatory component GK2. It gives the gums long-lasting protection from bacteria, and alleviates redness and swelling of the gums.



## Taiwan

Using Japanese technology, this brush cleans gaps between teeth and gum pockets that are difficult to reach with regular brushes.



## South Korea

The highly dispersible fine bubbles in this gum care toothpaste spread to every corner of the teeth and gums, penetrating and killing periodontal disease-causing bacteria where it grows.



## Thailand

This anti-plaque toothpaste combines the penetrating anti-bacterial component IPMP with the anti-inflammatory component GK2. Micro-bubbles spread out and reduce the plaque buildup that causes bad breath and periodontal disease.



# History of the Lion Health Seminar

The Lion New Year Seminar that has been held since 1992 had its name changed to the Lion Health Seminar starting in 2017.

Year	Number	Topic
1992	1	Periodontal disease
1993	2	Periodontal disease / The 8020 Campaign
1994	3	How much do we need infection prevention measures?
1995	4	The 8020 Campaign: Dental health for seniors
1996	5	The 8020 Campaign: Dental health guidance for adults
1997	6	Dental hygienists in the future The latest information after the revision of medical fees, and dental hygienists' expected activities
1998	7	The bridge to a prosperous life — “Oral care in the future” Symposium: What you should know about biting and health — “How it concerns dental hygienists”
1999	8	Living through difficult times — Dentistry required for total health Symposium: Oral care and eating habits of the elderly — “In order to enjoy delicious flavors forever”
2000	9	Overcoming turbulent times — “What is expected of dental hygienists” Symposium: The anticipated role of dental hygienists in the year 2000
2001	10	Aiming to meet expectations for dental hygienists Symposium: Thinking about health in terms of the oral cavity
2002	11	Symposium: The key stages on the way to 8020 — “Characteristics of middle age and how to accommodate them”
2004	13	Exploring the near future of preventive dentistry — “Entering an age when invisible cavities are visible” — “The role of preventive dentistry in a new era”

Year	Number	Topic
2005	14	The Lion Foundation for Dental Health 40th Anniversary Seminar — The forefront of periodontal disease prevention for dental hygienists “Whole body health begins with the oral cavity”
2006	15	Aiming to achieve health longevity — “The role required of dental hygienists in the 21st century”
2007	16	Increase brain power and promote overall health through oral strength — “The dental hygienist is a consultant for mouth health”
2008	17	“Healthy mouth — Beautiful mouth” for you and your clients — “Aim to be a charming dental hygienist”
2009	18	“Healthy mouth — Beautiful mouth” for you and your clients Vol. 2 — “Healthy mouth — Beautiful mouth” for the elderly, achieving a vibrant life
2010	19	“Healthy mouth — Beautiful mouth” from the perspectives of life stages — “The dental hygienist is your life-long mouth advisor”
2011	20	“Healthy mouth — Beautiful mouth” supports the mind and body — “Aim to be a charming dental hygienist”
2012	21	Aiming to extend healthy life expectancy — “Expectations for dental hygienists”
2013	22	Aiming to extend healthy life expectancy — “Thinking about life stages and the role of the dental hygienist”
2014	23	Aiming to extend healthy life expectancy — “Dental hygienists support healthy minds and bodies”
2015	24	Awareness and support for oral function with the goal of extending healthy life expectancy — “Protecting and nurturing functions for each life stage”
2016	25	Awareness and support for oral function with the goal of extending healthy life expectancy — the roles of dental hygienists in a new era
2017	26	Aiming for dental care that works toward extending healthy lifespans — the expected roles of dental hygienists