

LION

Promoting Oral Health

Over 100 Years of
Progress

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Introduction

After over 12 decades since Lion Corporation began in 1891 as Tomijiro Kobayashi & Co. in Kanda, Tokyo, the mission of the company's founder, Tomijiro Kobayashi, to be in the "business of making people happy" is always in our hearts. While the toothpaste, soap and detergent business has expanded greatly, we tirelessly contribute to society by helping to make people happy.

Particularly alarmed by the rapid increase in dental cavities due to changing diets, the founder felt compelled to help people live healthier lives. Beginning in 1913 with instruction on toothbrushing methods, he expanded into a wider range of endeavors, including promotion of oral hygiene and opening a state-of-the-art dental clinic. The company's contributions to society continued to grow to an unprecedented scale. Today, The Lion Foundation for Dental Health (Public Interest Incorporated Foundation)

is a base for the company to continue addressing the challenges of our times to promote preventive dentistry, extend life expectancy through dental health, and more.

This book chronicles the history of Lion Corporation's oral health initiatives, and the ideas of those who worked to help them succeed. Please read on to learn about this total oral health care company's spirit of commitment passed down through the generations, and its leadership of Japan's oral health care movement.

May 2017

The Lion Foundation for Dental Health

Sadayoshi Fujishige, Chairman



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The founder,
Tomijiro Kobayashi

Preface

Contributing to society through business

– The story of the founding of Lion –

Lion's efforts to promote oral health are born of founder Tomijiro Kobayashi's passion to "serve the world and serve humanity." This chapter introduces the stormy life of Tomijiro Kobayashi and the roots of Lion's social contributions.

The Kobayashi family when it was in the sake-brewing business. Tomijiro is in the middle row, third from the left.



Bad luck and good luck intertwined

Navigating through turbulent times

Tomijiro Kobayashi, the fourth son of the Kobayashi family, was born in 1852. Although he was a hard worker by nature and blessed with business acumen, he lived in turbulent times and experienced continuous hardship. When he was just 20 years old, the Edo shogunate, desperate for military funding, levied a hefty tax that caused the downfall of the family business. Heading to Tokyo with empty pockets, he threw himself into the soap business, which was new at the time. For a short time, he was a company manager, but the Meiji government's financial reforms led to a recession that bankrupted the firm. After that, while working at the company of an acquaintance, and with an eye on the future of the match business, he built a factory next to the Kitakami River in Miyagi Prefecture. However, in 1890 he lost it all in a flood that also washed away a lot of timber that had been purchased to make matchsticks. Worse yet, claims that the timber destroyed bridges and homes brought him to the brink of throwing himself into the river, but he suddenly recalled a bible verse that a clergyman had told him two years earlier: "For the moment, all discipline seems painful rather than pleasant, but it later yields the peaceful fruit of righteousness to those who have been shaped by it." He took the words to heart to gather his strength for one more try.



Tomijiro Kobayashi & Co., the predecessor of the Lion Group, in what is now Chiyoda-ku, Tokyo, 1891.

Tomijiro Kobayashi & Company is founded

Lion Dentifrice goes on sale

After the tragic flood, Tomijiro worked to rebuild the factory, but became ill with anxiety. Together with his wife, he reluctantly returned to Tokyo. Then, an old acquaintance learned of Tomijiro's distress and offered assistance enabling him to begin trading in raw materials for soap and other goods. Even before recovering from his illness, he threw himself into the business, and consequently made many acquaintances. Tomijiro's abundant knowledge led to steady sales growth, and eventually, the opening of Tomijiro Kobayashi & Co. in 1891. Later, while he was searching for ways to expand the business, tooth powder was introduced to the market. Although there were already several competing products, he thought that if many more people would try using tooth powder, then the market would expand many times over. He decided to enter the market, but with no expertise, he fumbled at first. However, after poring through specialized books, learning from a clergyman how tooth powders were manufactured overseas, and working so hard that he often forget to eat and sleep, his first tooth powder went on sale in 1896. Using German-made ingredients and British-made flavorings, the product was named Lion Dentifrice after the king of beasts. Thanks to Tomijiro's tireless marketing efforts and imaginative advertising, sales increased steadily year after year.

Tomijiro Kobayashi & Company's tooth dentifrice bag with charity coupon printed on the back went on sale in 1900. A donation would be made to charity for each empty bag returned to the company.



Man shall not live for greed

The Saint of the Abacus

At age 39, Tomijiro had finally found success, but did not get carried away by it. One clergyman called him "The Saint of the Abacus" in reference to his passions for business and charitable activities. Warmhearted and easily moved to tears, Tomijiro was very sympathetic toward unfortunate orphans and elderly people he came in contact with, and donated large sums to charitable institutions such as orphanages.

In 1900, after miraculously surviving a severe case of typhoid fever, Tomijiro said "I will dedicate the rest of my life to God and humanity, and try to serve society's well-being." However, his experience as a donor to orphanages made him acutely aware of one's limited power to serve society. Wondering whether there was a way to join others of good will in contributing to society, he recalled a newspaper article about an American company that had issued charity coupons, and came up with the idea of attaching such coupons to his own company's products.

This creative use of coupons brought instant fame to Tomijiro Kobayashi & Co. and was the start of Lion's activities to "contribute to society through business" and promote oral health, which continue to this day.



The director of Okayama Orphanage named the new facility Lion Hall in gratitude for Tomijiro Kobayashi & Co.'s charitable contributions that enabled the orphanage to the point that it was comprised of 10 buildings.

About 7 billion yen go to charitable institutions throughout Japan

Bags of Lion Dentifrice with charity coupon go on sale

Quickly expanding the charity coupon concept to medical treatment for typhoid, Tomijiro released the bag of Lion Dentifrice with charity coupon including a ¥20 coupon, each priced at today's equivalent of about ¥600. Buyers were to send the coupons to any charitable institution of their choice, for that institution to receive a donation from Tomijiro Kobayashi & Co. according to the number of coupons received. Inevitably, some of the coupons would be discarded, but the company still converted uncollected charity coupons into cash for beneficiary institutions throughout Japan.

While the charity coupon scheme was widely praised, some critics claimed the company's sale of the bags was self-promoting and that "the quality of the product decreased to account for the donations." To counter these perceptions, the company announced that each ¥20 coupon contribution was offset by cost savings in product packaging, rather than in the product itself. For 20 years after their introduction in 1900, the charity coupons fed a huge amount of donated money – the equivalent of around 7 billion yen today – to institutions countrywide, including orphanages and childcare facilities, testifying to Tomijiro's altruism.

Many mourners attended Tomijiro's funeral. These events appear in Japan's oldest original negative movie film, presently stored at National Museum of Modern Art in Tokyo.



There is life after death

Furthering the founder's aspirations

Tomijiro's philanthropy was not directed solely toward charitable institutions; he also cared deeply about his company's employees. At the time, many female workers at the factory had only elementary school or pre-school educations, so he opened a night school so they could study general subjects and sewing before getting married. He also sent young factory workers to a night school run by the Tokyo Christian Youth Association, to learn English. Employees were pleased with these arrangements, and supposedly no one ever quit Tomijiro Kobayashi & Company, unless it was unavoidable.

In 1910, 10 years after the sale of bags of Lion Dentifrice with charity coupon began, in Yanagihara, Kanda where the company was founded, the beloved Tomijiro passed away at age 58 in a second-floor tatami room surrounded by his family and 50 employees. The funeral procession was led by a two-horse carriage carrying Tomijiro's coffin. More than 100 wreaths were sent by charitable institutions around Japan. The column of mourners was supposedly hundreds of meters long.

Tomijiro's deep spirit of charity lived on in his son, Tomijiro Jr., and employees who carried on and evolved oral health promotion initiatives.

Advertising fertilizes product growth

● The first advertising song performed in Japan

Referred to as the King of Advertising, Tomijiro was always an innovator at capturing attention and driving a response. In 1896, when Lion Dentifrice went on sale, he put on distinctive parades with Lion Dentifrice banners raised and marching bands playing popular songs with lyrics altered to advertise the product. Crowds of people, many of which had never heard a band perform, were often so dense that it was impossible to proceed at times. Such publicity helped make Lion Dentifrice popular nationwide.



● Fans buy tooth powder to attend sumo wrestling events

In 1900, Tomijiro Kobayashi & Company invited customers who purchased three large bags of Lion Dentifrice to watch sumo wrestling for free. This chance to see popular wrestlers compete brought a rush of sumo fans from near and far to the event, which drew around 20,000 people over two days. Such bold, imaginative promotions effectively drove steady sales growth at the company.



A wish for happiness unchanged for over a century

1891, the year Tomijiro Kobayashi Sr. founded the company, was a major turning point for Japan in becoming a modern nation, and many Japanese wondered what to do in the new era. Tomijiro forged his path out of a passion to serve society through business, with great sympathy for the underdogs of the world. This bold spirit inspired the company to promote oral health and community service activities, which still continue to thrive over 100 years later.



The second generation
Tomijiro Kobayashi

Chapter 1

Next initiatives after charity coupons: The second stage of social contributions

Activities to promote oral health begin

Lion's activities to promote oral health, mainly initiated by Tomijiro Jr., continue to realize the vision of the company's founder. To know how this unprecedented commitment by business to contribute to society began, consider that era in Japan.



A toothpick with brush-shaped tip for cleaning teeth.



Major dietary changes required better oral hygiene

From toothpicks to toothbrushes

From ancient times in Japan, it was customary for people to clean their teeth with toothpicks, etc. Educational books from the 1700s note that, "If you clean your teeth, you will not lose any, even when you are old." However, after 1854 when Japan's long era of seclusion ended, western culture quickly entered the country, causing big changes in the Japanese diet. Dining tables that had in the past typically held cold, hard foods, were now lined with warm, soft, sweet foods. The number of people suffering from dental cavities increased rapidly.

The first people to take remedial action were dentists who had studied western medicine. One person translated and published an American pamphlet on oral hygiene, and another went to schools to provide instruction on how to prevent dental cavities. However, since dentists then did not enjoy the social status that dentists enjoy today, they were unable to exert significant influence regarding dental hygiene. In the 1890s after Tomijiro Kobayashi & Co. was established, the use of toothbrushes and tooth powder increasingly replaced use of toothpicks, but knowledge of oral hygiene was poor, and each person had his or her own method of brushing, because no one in government, public administration or elsewhere was working systematically to disseminate information about oral hygiene.



The First Lion Lecture Meeting, 1913, at Tokyo YMCA Hall

Everything started from a lecture

The first Lion Lecture Meeting is held

Tomijiro Kobayashi & Co.'s promotion of oral hygiene awareness at the bequest of the late founder began with lectures for loyal users of Lion Dentifrice and distribution of pamphlets explaining toothbrushing methods. However, the initial results were limited and the lectures seemed to be less effective than the charity coupons on bags of tooth powder had been. How could the company communicate the importance of oral hygiene to more people? The company's commitment to community service and raising awareness gave rise to Lion Lecture Meetings with prominent people discussing public concerns, as well as lectures on oral hygiene. However, very few private companies at that time presented such lectures, so some potential attendees warily expected the meetings to be bothersome sales events, and concern emerged as to whether enough people would attend lectures about oral hygiene, a subject that people were generally unaware of. Nonetheless, Tomijiro Jr. pushed forward in the belief that "Raising awareness of oral hygiene will lead to better health, especially among children who will lead the next generation."

* In 1908, the company name was changed from Tomijiro Kobayashi & Co. to Kobayashi Co., Ltd.

Sosaku Midorikawa was a full-time lecturer for Lion Lecture Meetings. In those days, few experts provided instruction about oral hygiene, but Mr. Midorikawa, who had been teaching that subject at an elementary school, found a kindred spirit in Tomijiro Jr.



Meetings held in China and Taiwan

The lecture meetings were managed by Sosaku Midorikawa, who had left his dental practice to join Kobayashi, and Tanefumi Inoue, the Lion Lecture director. To increase attendance, they created a program including features such as music. The long-awaited first Lion Lecture Meeting successfully left an impact on the audience that exceeded expectations. This boosted confidence in the lecture series that totaled 175 lecture meetings nationwide in its first year. Presentation was enhanced at the lectures with photos and other documentation. Initially held at public halls and other urban venues for the general public, the meetings spread throughout elementary, junior high, and various secondary schools, youth leagues, the military, factories, and even overseas to Sakhalin, Taiwan, Korea, and as far as Manchuria. As Mr. Midorikawa said, "When you toss a pebble into a still pond, the impact on the water is small, but expands widely. I want to be that pebble."

A total of 109,078 Lion Lecture Meetings promoting oral hygiene were attended by 57,710,000 people over about 20 years, until 1933, greatly contributing to public health.

Oral health promotion by the Dental Association

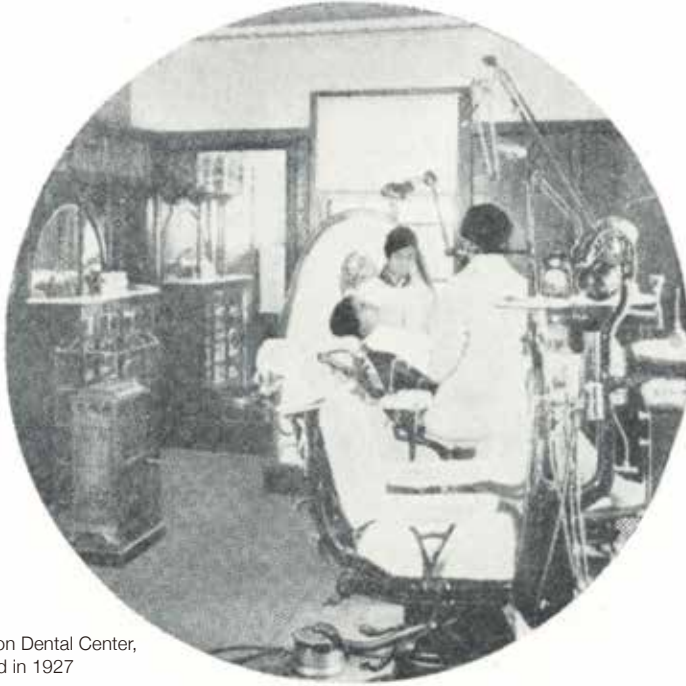
Thanks to Tomijiro Jr., activities began to take full effect

In addition to Kobayashi, The Japan United Dental Association (now the Japan Dental Association), a nationwide organization of dentists, was also eager to promote oral hygiene awareness. In the same year as the first Lion Lecture Meeting, the Association released and widely distributed a "Tooth Health" booklet through dentists across Japan to students at junior high schools and girls' high schools, teachers at elementary schools, etc., but budget limitations prevented the group from sufficiently scaling up its activities. Consequently, Tomijiro Jr. donated 3000 yen (equivalent to about 60 million yen today) per year to the organization, which used it to start full-scale production of samples, models, charts, movies, etc. to spread knowledge about oral hygiene, and hold expositions and meetings on the subject throughout Japan.

The large donation amounted to more than twice the Association's previous yearly budget, as Tomijiro Jr. felt that dentists were critical for spreading awareness about oral hygiene throughout Japan. He continued to make yearly donations to support the Association's oral health promotion activities. Over seven years, the company's contributions to the Association totaled around 10,000 yen (equivalent to about 200 million yen currently).

The passion to serve society is passed on to the next generation.

Nowadays, companies regularly contribute to society, but 100 years ago such activities were very rare in Japan. A portion of the purchase price of Lion Dentifrice with charity coupon went to charity, but the Lion Lecture Meetings were free for attendees, as all costs were covered by Kobayashi. The burden of Tomijiro's donations to the Dental Association and related costs was significant but worthwhile for advancing the founder's aspirations to share a passion for working to improve the human condition.



The Lion Dental Center,
opened in 1927

Chapter 2

Contributing to the development of dental treatments

Dental treatment activities

In addition to promoting oral hygiene through such initiatives as the Lion Lecture Meetings, Kobayashi was committed to dental treatment, establishing Japan's first dental clinic for children, and advancing preventive dentistry.

W.C. Eastlake, the first American dentist to journey to Japan, in 1860. When the American opened his practice in Yokohama, Yasube Hasegawa worked as his assistant before becoming a dentist himself. Reprinted from "The 100-Year History of The Tokyo Dental Association" published by the Tokyo Dental Association.



The dawn of modern dentistry in Japan

The latest treatment methods, learned from a foreign dentist

In the 1890s when Tomijiro Kobayashi & Co. began selling Lion Dentifrice, dentistry in Japan was just entering the modern age. Up until that time, dental care had been provided by practitioners of traditional Chinese medicine, tooth extraction specialists, people who made dentures, and others. However, after Japan's seclusion ended in 1854, a number of western dentists came to Japan, opened practices to serve foreign residents (and later, Japanese) in Yokohama and elsewhere, and took on Japanese apprentices interested in learning western techniques. The Meiji government was in a hurry to modernize the country, so in 1875 it initiated an exam based on western medicine for those seeking to practice medicine. After Einosuke Obata, who studied under western doctors, became Japan's first dentist, the number of dentists grew steadily. By 1903, when the Dainippon Dental Association (now the Japan Dental Association), the first such national organization, was founded, the total number of dentists nationwide had reached 394. By 1907, membership had increased rapidly to 1,913 dentists. By then, dental clinics had been established in most major cities of Japan.



The Lion Dental Clinic For Children opened in the Ginza district of Tokyo in 1921.

A dental clinic for children in Japan

The Lion Dental Clinic For Children opens

While dental clinics were opening in various places, Lion initiated its dental treatment activities by establishing Japan's first specialized dental clinic for children. Ichitaro Kamiya, the director of Kobayashi at the time, got the idea after visiting various specialized dental clinics for children in the U.S.A. He was deeply impressed by institutions such as The Forsythe Dental Infirmary for Children in Boston and the Rochester Dental Dispensary in New York. "I want to establish a similar facility in Japan," he would say. Some people at the company thought it was premature, but Mr. Kamiya's enthusiasm led to plans for the Lion Dental Clinic For Children. However, unexpected objections were raised by the area's dental association, because at the time, many practitioners were experiencing difficulties due to the depression following the First World War, and some were worried that this new clinic might put even more pressure on their businesses. So Mr. Kamiya, along with Sosaku Midorikawa, who was in charge of the Lion Lecture meetings, persisted in saying that the purpose of the dental clinic was to help society by providing "dental cleaning and caries prevention for children." Three months later, they were finally able to open the clinic.

The Lion Dental Clinic For Children opened after the Great Kanto Earthquake and offered specialized service free of charge.



About 540,000 children treated over 12 years

The first director of The Lion Dental Clinic For Children, Kiyofusa Okamoto, joined Kobayashi at that time, and later was active in promoting dentistry activities at schools. The clinic had three dentists who began treating patients in 1921. A specialized imported dentist's chair fit the bodies of the young patients and the facilities were gradually enhanced, as x-ray and other equipment was introduced, along with additional dental specialists. When the clinic first opened, it served around 45 patients per day, but a year later it was serving around 120 patients per day. As years passed, confidence in the facility grew, and by 1933, 12 years later, the number of children treated had reached the 540,000 mark.

Relief activities after The Great Kanto Earthquake

The big earthquake that struck Tokyo on September 1, 1923 also seriously damaged the Lion Dental Clinic For Children. The devastation was so complete that the clinic's rooftop flag went up in flames, along with the rest of the building, but the consensus of the staff was that relief efforts should take priority over rebuilding the clinic. They quickly formed three dental relief teams, then set up and operated free dental clinics for the next month at three locations in the city. These simple, tent-covered clinics provided treatment and reassurance to about 7200 victims of the disaster.



Oral hygiene nurses also played a part at the Lion Dental Clinic For Children.

Training Japan's first oral hygiene nurses

Preceding government policy by 20 years

The Lion Dental Clinic For Children provided more than just dental treatments. It also served as a new base for a broad range of oral health promotion activities, including guidance for school teaching staff, traveling clinics, and the Lion Children's Rally. Moreover, Japan's first oral hygiene nurses, the predecessors of present-day dental hygienists, were trained there. In the U.S.A. at that time, oral hygiene nurses were effectively "associate dentists." Anticipating the need for such workers in Japan, the clinic started a training course with specialized classes on anatomy, pathology, and nursing science. From 1922 to 1938, the facility sent 29 oral hygiene nurses out into the world, long before the national government began training dental hygienists in 1949.



The great actress Yasue Yamamoto managed to work as a Lion oral hygiene nurse between acting rehearsals.

In 1922, she was a member of the Modern Drama Actress Training School, supervised by second-generation kabuki actor Sadanji Ichikawa. She went on to receive the Minister of Education Award for her performance in the drama "Yuzuru" and achieved great success as a stage actress.

The treatment room at the Nakayama Taiyodo Oral Hygiene Research Center in Osaka.
Reprinted from "Club Cosmetics 100-Year History - Many Flowers Blooming" published by Club Cosmetics Co., Ltd.



Activities by private businesses expand

Oral health promotion activities by Club Cosmetics

The vigorous oral health promotion activities had also spread among other toothpaste makers. In particular, Nakayama Taiyodo (now Club Cosmetics Co., Ltd.), makers of Club Toothpaste, established the Oral Hygiene Research Center inside the Nakayama Cultural Research Center in 1923. Members of this organization focused mainly on encouraging children to brush their teeth, but also operated traveling dental clinics that visited schools around Japan, and visited company offices, factories, military bases, etc. to lecture and screen films on oral hygiene. In 1927, the Club Mobile Dental Treatment Team started touring schools around the country in a vehicle equipped with dental treatment instruments. Nakayama Taiyodo also opened a dental clinic in Osaka, where the company's headquarters were, for training women who wanted to work in or learn more about oral hygiene, dental care and dentistry. This comprehensive facility was equipped for dental preservation, oral surgery, child dentistry and x-ray work. Although the Nakayama Cultural Research Center closed in 1954, it made its mark on the history of oral health promotion in Japan.



The Lion Dental Clinic For Children in 1927, after relocating to Yotsuya.

Preventive dentistry starts ahead of its time

The Lion Dental Center opens

After the Great Kanto Earthquake in 1927, the Lion Dental Clinic For Children relocated to Yotsuya Mitsuke, Yotsuya-ku. With better facilities and more equipment than were originally imaginable, such as treatment, filling, orthodontics and x-ray departments, this medical care system was capable of covering all children's dental care needs. In addition, the Lion Dental Center established an educational agency at the clinic to promote awareness of oral hygiene even more. Efforts focused on promoting mouth cleaning and tartar removal to prevent periodontal disease. This was the beginning of preventive dentistry, currently a major trend, and the precursor to the Grand Tokyo Oral Health Care Station that opened at Tokyo Station in 2013.

The founding of the Lion Dental Hygiene Research Institute

The Lion Dental Clinic For Children was forced to shut down during the Second World War, due to lack of materials. The Lion Foundation for Dental Health founded in 1964 resumed the role of the clinic.

The Lion Family Dental Clinic,
located inside the Shinjuku Keio
Department Store



Creating a world-leading dentistry center

The non-profit Lion Foundation for Dental Health consists of a department that provides health guidance to various organizations, and another department that provides specialized medical care and counseling for children. Among its activities, the Center opened the Lion Family Dental Clinic in Shinjuku Keio Department Store in 1964. With a full staff including 15 dentists and 15 dental hygienists, as well as 10 state-of-the-art examination tables, this clinic thrived so well and so quickly that everyone who worked there was overjoyed at its success.

Among visitors to the clinic department was an elderly man wandering in using a back scratcher. He had received treatment at the first Lion Dental Clinic For Children founded in 1921. Such scenes showed how deeply rooted Lion's original childrens' dental clinic concept had become in society.

At the time, only four facilities in the world, including the Lion Family Dental Clinic, undertook research and also provided prevention care and dental treatment. In 1966, the Lion Family Dental Clinic in Nagoya became the fifth. Lion's dental clinic organization was a leading establishment, not only in Japan, but worldwide.



Tokyo Dental Clinic customizes leading-edge treatments for patients.

Dental treatment evolves

Improving dental professionals' qualifications

Lion's dental treatment-related activities continued to evolve. In 1971, the Osaka Lion Family Corner specializing in caries prevention among children opened on the first floor of what is now the Lion Co., Ltd. Osaka office. The clinic provides a full range of treatments, and has grown into the Osaka Oral Health Station serving everyone from children to the elderly.

The Lion Family Dental Clinic, after relocating from Shinjuku Keio Department Store to Meguro, then moved to Gotanda district in 2014 and was renamed the Tokyo Dental Clinic.

The clinic is fully equipped with the latest facilities, such as wheelchair-accessible care rooms and monitoring rooms, where blood pressure, electrocardiograms, etc. can be monitored during treatment. The facility has also initiated risk control dentistry for measuring patients' risk levels for cavities and periodontal disease, and providing individualized treatments and prevention. The clinic also regularly holds seminars for dental professionals, helping them improve their qualifications, upgrade their technology and continue to meet the challenges of the evolving dental care field.

Lion protects oral health

Corporations very rarely contribute to society in ways that reach beyond their business, even in fields as far-reaching as the medical field. Lion, however, has been doing just that for around 100 years, having established Japan's first specialized dental clinic for children. By matching the high commitment of earlier company members to serve human well-being, as well as the great courage to meet the challenges of the unknown, the company leads the way in evolving dental care in Japan, supporting the oral and overall health of many people.



This pamphlet by children's illustrator Teiji Kawame urges children to "Brush your teeth in the morning and before bedtime."

Chapter 3

Protecting children from tooth decay

– Promoting oral health among schoolchildren

The dental treatment activities introduced in Chapter 2 and those promoting oral health among schoolchildren began at around the same time. Let's look at various activities throughout Japan to instill proper brushing habits among children, focusing on the Mass Toothbrushing Drill For Children.

This training event for elementary school teaching staff had capacity to intensively train 200 people over four days.



A 96% rate of tooth decay among children

Training events for elementary school teaching staff

After 1860, children were the people in Japan most affected by changes in eating habits including higher consumption of warm, soft, sweet foods. By 1910, 96% of Japanese children had cavities, indicative of the spread of severe tooth decay. "At this rate, the country will perish from dental cavities." The urgent crisis led Kobayashi to pour its energy into promoting oral health for children.

First, the company expanded the Lion Lecture Meetings, which started in 1913, to all elementary schools across the country, making it easier for children to understand the importance of brushing their teeth. Recognizing the importance of training educators as well, the company presented oral hygiene workshops in Tokyo for elementary school teachers from around Japan beginning in 1918. In order to encourage participation from all regions, Kobayashi made the extraordinary offer to pay for half of participants' travel costs to Tokyo. As a result, there were always large numbers of teaching staff participating. The workshops were held annually until their cancellation due to the Great Kanto Earthquake in 1923, and they had a big impact on the subsequent development of school dentistry.

Lion's unique promotional activities ②



Promoting fun toothbrushing habits among children

● Lion Children's Toothpaste attracts children with colorful prizes

At the time, highly effective toothpastes were available only to adults, so Kobayashi formulated an effective agent for infants' growing teeth and developed Lion Children's Toothpaste, with colors and flavors that appealed to children. Designed to encourage children to enjoy developing the toothbrushing habit, the product included prizes such as picture books and bookmarks with each purchase. For the products, the company commissioned artwork from Kiyokata Kaburagi*¹, a master of Japanese painting, and Takeo Takei*², a prolific illustrator of children's magazines, etc. Not only did they raise awareness about toothbrushing; they also helped to educate children and develop them emotionally.

*¹ Kiyokata Kaburagi (1878-1972)

This master of modern Japanese painting, famous for his portraits of beautiful women, was awarded the Order Of Culture in 1954.

*² Takeo Takei (1894-1983)

In "paintings that touch the hearts of children," he created a unique view of the world with a style that skillfully represented what was on a child's mind.

A Taisho-era Toothbrushing Drill, modeled on those in the U.S.A. in the 1910s.



10 years, 20,000 schools, 26 million people

Toothbrushing Drills provided instruction on correct brushing methods.

Toothbrushing Drills that began in 1922 were based on the idea that practice is the best way to teach children how to brush their teeth properly. As the name implies, the drills were conducted like calisthenics. All the children at an elementary school would stand together, toothbrushes in hand, and follow commands to practice brushing their teeth. At the time, there was no standard method for brushing teeth, so the correct method of moving the brush vertically up and down was taught. From 1925, the drills were renamed National School Toothbrushing Drills and expanded nationwide, becoming a regular activity. In 10 years of intensive activity in various regions leading up to 1935, the drills were carried out at around 20,000 elementary schools, and the participation of children reached 26 million. From the elementary schools came such comments as "Children began brushing their teeth voluntarily," "Children developed good personal hygiene in general, even beyond the habit of toothbrushing," and "We used these drills to justify installation of sinks in school where the children can brush their teeth." Such reactions testify to the drills' effectiveness at improving children's oral hygiene.



The Toothbrushing Drills helped develop the brushing habit from a young age.

Unique activities to capture the hearts of children

The Lion Toothpaste Children's Theater Company

From the Taisho era through the early Showa era, Kobayashi developed unique projects to help children understand the importance of brushing their teeth, and implemented a variety of educational activities around the country.

The Lion Toothpaste Children's Theater Company formed in 1924 performed creative plays about the importance of oral hygiene and caries prevention including "The Story of Tooth Land" and "The Lion Dental Revue." After opening at the Tennoji Public Hall in Osaka, the group gave dozens of performances across the country, beginning with Tokyo.

Public recognition of people with healthy teeth

The company also held oral examination events for elementary school children in the Kansai district. 1,500 children were presented with awards for having excellent teeth. These activities attracted such great interest among officials that Tokyo and then other cities around Japan began to hold similar events, organized mainly by dentists.

The First Schoolchildren's Mass Toothbrushing Drill was held in 1932 at Hibiya Park Music Hall.



The national government's first oral health promotion

Dental Health Day and dental treatment at schools

While Kobayashi Co. and others were increasing their activities to promote oral health, the government started its own initiatives in 1920. The Ministry of Home Affairs opened the Children's Health Exposition in Tokyo, addressing the three major diseases of the time: tuberculosis, trachoma, and tooth decay. November 5 was thereby designated as Dental Health Day and a campaign was launched to promote cavity prevention. Kobayashi and the Dental Association also supported this campaign by carrying out PR and distributing leaflets as part of grassroots activities. The government also issued the School Dentist Ordinance recommending that each school hire a school dentist to teach the children about cavity prevention and dental maintenance. The national government and public administrations had finally begun to take initiatives in the push for better oral health.

Later, Dental Health Day became June 4, sponsored by the Japan Dental Association with support from the Department of the Interior and the Ministry of Education. Regional administrative organizations also provided support that grew steadily each year. Accordingly, the support of Kobayashi grew, helping to make Dental Health Day a major event. In 1932, the company gave the movement even more momentum by presenting the First Schoolchildren's Mass Toothbrushing Drill in Tokyo and Osaka.



Even in wartime, 10,000 children gathered at Korakuen Stadium, Tokyo for the Ninth Schoolchildren's Mass Toothbrushing Drills.

Mass Toothbrushing Drills continued even in wartime

For the First Schoolchildren's Mass Toothbrushing Drills, around 10,000 children from 30 schools participated in front of the Hibiya Park Music Hall in Tokyo. In Osaka, approximately 15,000 children from 40 schools participated at Tennoji Park. The spectacle of the children, toothbrushes in hand, following instructions and brushing their teeth in unison, had the power of a large-scale sporting event, and the drills were hugely successful. Even when the world became engulfed in the Sino-Japanese war, the Children's Mass Toothbrushing Drills continued each year, as in 1937, the sixth year of the event, when the oral hygiene division of Kobayashi, along with school dentists and teaching staff, began preparing months in advance to mark the tenth annual Dental Health Day. On June 5, 1937, the event in Tokyo's Sumida Park attracted 8,000 children.

Also, 1940, the year before the outbreak of the Pacific War, overlapped with the 50th anniversary of the founding of Kobayashi Co. Ltd., so the drills were held in Nagoya, Shizuoka, Kanazawa, and Kuwana City, in addition to Tokyo. 10,000 schoolchildren participated in the Tokyo event at Korakuen Stadium. However, with the war situation worsening for Japan, the toothbrushing drills were suspended for the next 12 years until the postwar turmoil subsided.

The head office and Tokyo factory were destroyed by fire due to aerial bombing. The month after the war ended, 50 new people were hired and rebuilding began.



Starting again from burnt ruins

Dental hygiene measures from GHQ

On August 15, 1945, the long, disastrous war finally came to its end, after scarring Japan and other Asian countries. By that time, Kobayashi Co. Ltd. had lost the head office and various other offices around the country, as well as many overseas bases. President Kiichi Kobayashi wanted to restore the company to its previous condition as soon as possible by welcoming back his employees, then attempting to restart while restricted by the regulations of the Supreme Commander for the Allied Powers (GHQ).

While indirectly ruling Japan, GHQ made efforts to improve Japan's sanitary conditions deteriorated by war, and thereby directed measures to counter cholera and typhus, and promote dental hygiene for children. In response, in 1946 the Ministry of Education organized tours by dentists and nurses to schools in each prefecture. This campaign to examine every child at every school was one of the largest public health initiatives ever in Japan. Very few school dental examinations had occurred during the war, so this initiative under the direction of GHQ revived Japan's oral health promotion activities. During these examinations, topical application of fluoride, a new practice introduced from the United States, was carried out. This played a major role in Japan's adoption of fluoride.



The mobile zoo operated from 1950-51.

Bringing smiles to a rebuilding city

Taking oral health promotion activities to recreation sites

In 1949, three years after the end of the war, Kobayashi Co., Ltd. envisioned the path to recovery and changed its name to Lion Dentifrice Co., Ltd. In this new era, the company was committed to renewing internal and external growth, and resumed its mission to promote oral health.

Although life had stabilized, there were few facilities for amusement and culture. As Cultural Division Director Yoshio Mukai (who became the full-time head of oral health activities) said, "I want to carry out oral health activities that create a life-enriching cultural oasis." For his purposes, he successfully expanded oral health promotions to include events involving movies, concerts, traveling zoos, and children's Sunday school, as well as lecture meetings. The mobile zoo was made up of five colorfully decorated trucks, with a lion, a puma, leopard, bear, monkeys, and birds. It toured all around Japan. The entertaining show captivated audiences with monkey acrobatics, fairy tale readings, singing shows, evening movie screenings and other activities to raise oral hygiene awareness. In addition, the children's Sunday school held lectures by celebrities, movie screenings, etc., with the support and cooperation of local school boards. These were so popular that parents would attend along with their children.



Enthusiastically welcomed by children in an era without television.



The introduction of the Lion Health Car, a mobile clinic

In April 1952, the Lion Health Car, a symbol of the company's postwar oral health activities, was introduced in a ceremony to the cheers and applause of employees at Lion's Tokyo factory. The truck was designed to look like a tube of Lion Toothpaste, and attached to the roof was an animal doll brushing its teeth. The interior was large, at 8.3m long, 2.45m wide, and 3.1m high. Inside, in addition to panels and a projector for displaying oral health information, was everything required for children's dental treatments. The Lion Health Car became widely popular as it regularly visited two elementary or junior high schools each day, providing for lectures, treatments, as well as film screenings, and trips to shops to help promote sales. It kept to a tough schedule up until nighttime, when it was often used for outdoor projection gatherings in public parks. Although the staff were so busy that they often had to eat their lunch in the truck as it traveled bumpy roads, one witness said "the reason we didn't feel it was such a hardship was because of the tremendous welcome we received at the elementary and junior high schools, as well as shops we visited." A total of three Lion Health Cars were produced, and they toured throughout Japan.



The revived Schoolchildren's Mass Toothbrushing Training, held at the Gaien Stadium, predecessor to today's National Stadium. The name was changed at the direction of GHQ to use "Training" instead of the military term "Drills".

The long-awaited revival of The Schoolchildren's Mass Toothbrushing Drills

The Tenth Schoolchildren's Mass Toothbrushing Training

The Lion Dentifrice Co., Ltd. Schoolchildren's Mass Toothbrushing Drills, which had not been held since they were suspended in 1941 due to the war, were finally revived in 1953. A loud fanfare signaled the spectacular entrance of 12,000 children marching into Yoyogi's Gaien Stadium, and the stands were filled with about 20,000 more children. Then they all participated in toothbrushing training, brushing in time to a live orchestra, recalling scenes from 13 years before. The "recreation" portion of the program that followed the toothbrushing exercises began with a performance by the Tokyo Metropolitan Police Department Brass Band, and showcased a flight demonstration by a helicopter from the U.S. Far East Air Force. At a time when entertainment was lacking, it was a memorable event for children. Thereafter, the Schoolchildren's Mass Toothbrushing Training adapted to changing times, and now continues as the annual Schoolchildren's Toothbrushing Tournament.

About 100 years ago, the dental caries rate among children in Japan exceeded 96%. In 2014, the average 12-year-old had just one caries, a significant decrease. Lion's activities promoting oral health, focusing on the Schoolchildren's Toothbrushing Tournament, certainly contributed to this progress.

A pleasant life starts with good everyday habits

The oral health activity of highest priority was to promote proper toothbrushing habits, as developing good habits from a young age was considered to be important for future health.

Good daily habits, including toothbrushing, leads to a healthy, pleasant life, and proposing and establishing such habits are important to Lion's mission. Just as the company applied ingenuity to instill toothbrushing habits in children, it will continue to work hard every day to make lifestyles healthier and more comfortable for people around the world.

A view of the Industry Dental Prevention Management Activities Inaugural Meeting (see page 47).

産業歯科予防管理活動発足会



Chapter 4

Oral health promotion expands from mothers and children to workplaces and companies

From the start of the 1920s, oral health activities began with a focus on children, then expanded to mothers, then to working women, and finally to adults in general, in various ways and places.

A health fair in Kyoto (right) and the attention-getting mechanized anatomical model (left).



Health fairs gain popularity

A novel idea surprises people

Oral health initiatives targeting housewives and women in general started in earnest in the 1920s when the Schoolchildren's Mass Toothbrushing Drills expanded nationwide. In those days, health expositions featuring photos and specimens with information on disease and health were widely popular, so Kobayashi Co. organized a unique exhibition after careful consideration of what would attract attention. In 1927, an Exhibition of Teeth-related Practices presented documents and drawings related to teeth, from ancient medical books and literature to legends, superstitions, and customs throughout history at the Maru Bldg. in Tokyo. The difficulty of gathering this expensive, culturally valuable material from around the country was rewarded with the show's great success, as the number of visitors, including showings in Osaka, Nagoya, Kyoto, reached 100,000 people. In 1929, an Exhibition for Mothers and Children featuring oral hygiene information that mothers and children should know employed an electric-powered mechanized anatomical model that cost the then-enormous sum of several thousand yen and clearly explained functions of internal organs. It was very well received and later exhibited throughout Japan.



A poster for The First Mother and Child Good Teeth Contest (right), and first-place winners Masako Takamatsu and Hideo (left).

Oral health promotion activities arise after the war

The Mother and Child Good Teeth Contest

After the war, oral health initiatives boomed again because of GHQ's public health policies including new oral health initiatives targeting mothers and children. With 1949 revisions to the Child Welfare Act, the first infant dental checks were carried out, and the idea that "In order to keep a child's teeth healthy, the mother's understanding is essential" was gaining momentum. Accordingly, the Ministry of Health and Welfare*¹ and the Japan Dental Association began to hold Mother and Child Good Teeth Contests beginning in 1952. Lion Dentifrice Co., Ltd. co-sponsored the contests as part of its oral health activities.

For the Mother and Child Good Teeth Contest, local dental associations selected mothers and children with the best teeth, and after regional selection meetings, the final winners were decided. For the second contest in 1953, which expanded to cover the entire country, the Minister of Health and Welfare*² joined the awards ceremony. Afterwards, a grand party was held at the Tokyo Metropolitan Hibiya Public Hall. There, first place winners talked about their childcare experiences, celebrities lectured, a game contest was held, a film was screened, and the hall full of Tokyo high school girls and representatives of various women's organizations filled with laughter.

*¹ Now the Ministry of Health, Labor and Welfare. *² Now the Minister of Health, Labor and Welfare.

The Lion Dental Beauty Salon in Yuigahama (right) was elaborately designed. At Hamadera Beach, a popular toothbrushing oral hygiene station was set up under the Super Lion Tower (left).



A dental center appears on the beach

In 1953, television broadcasts and a period of rapid economic growth began. To improve oral health initiatives, Lion Dentifrice Co., Ltd. promoted culture division personnel in charge to augment the oral hygiene division. The former Internal Affairs Department was added to the Dental Hygiene Department to create the new Culture and Education Department, which systematically carried out a wide range of activities related to oral hygiene, from public relations and educational activities to clinical guidance. The department's new projects were strongly supported by the tailwind of a booming economy.

Of particular note is the Lion Dental Beauty Salon, a summer dental center that opened in Yuigahama, Kamakura in 1953. It is difficult to envision now, but the facility's dental checkups and teeth cleaning services for sunbathers were so well received that in the following year, they became regular summer events organized by the Japan Dental Association and sponsored by Lion Co., Ltd. and the Kanagawa Dental Association. The free toothbrushing oral hygiene station was particularly popular, and according to records from 1957, an average of 2,580 people used it each day, and the total number of users that year reached 75,000. Also, a summer-only health center was opened at Osaka's Hamadera beach, one of the biggest resorts in Kansai. A huge tower constructed on the beach in the shape of a Super Lion tube became a big topic of conversation.



Touring instructors visiting a housing estate. The Dandelion Trucks consisted of two hygiene instruction trucks and a power supply truck, called the Flower Truck, Sky Truck, and Fruit Truck, respectively.

Strong and beautiful like dandelions

Mother and child dental health initiatives began with the Dandelion Movement

Further into the 1950s and 1960s, dental health activities related to mothers and children as well as industrial workers began to sprout up one after the other, and still continue to be pillars of Lion's oral health activities. First, in 1959, Lion's mother and child dental health initiatives started in earnest with the Dandelion Movement. The name was chosen to reflect Lion's strong desire for everyone to maintain healthy teeth that were beautiful and strong, like dandelions, and to spread the movement nationwide, like fluffy dandelion seeds blown on the wind. In places such as municipal health centers and housing estates, members of the movement provided toothbrushing guidance for parents and children, dental checkups, and fluoride treatments. Then in 1974, the movement introduced a large oral hygiene promotion vehicle called the Dandelion Truck. Capable of providing instruction to up to 750 groups of mothers and children per day, this truck enabled the movement to scale up activities instantly. At housing estates in Tokyo, most households with children boarded the Dandelion Truck, and it contributed greatly to the dental health of countless people.

In 1986, after 12 years of activity, the Dandelion Truck was replaced by the Dream Truck featuring state-of-the-art equipment that made the group's activities even more effective.

The Cherry Movement aims for people to be bursting with good health, like ripe cherries.



Workplace dental consultations become popular

The Cherry Movement supports working women

In 1961, following the Dandelion Movement, the Cherry Movement began as Japan's first initiative to promote oral health at workplaces. It targeted all working people, but was particularly aimed at improving early awareness of oral hygiene among young women who were able to become mothers. Activities began at the Osaka branch, with movement members touring the workplaces of Kansai Electric Power Co., Ltd. to provide examinations, dental consultations, scaling (removing tartar), etc. These activities proved to be even more popular than expected, with about 130 patients being examined per day per location, for a total of 1,040 patients treated daily at eight different locations. The activities expanded to Nagoya, with tours of companies beginning with Mitsui Bank. Because of overwhelmingly positive reaction from companies and employees, the Industry Preventive Dentistry Management Group was formed, joining companies (among 1,055 participating companies) that were particularly enthusiastic about oral hygiene. Efforts to improve the organization and its programs further expanded the Cherry Movement to workplaces in regions nationwide, leading to the Industry Preventive Dentistry Management initiative which continues to enhance the dental health of working people.



The Lion Family Dental Clinic set up by LDC in Shinjuku Keio Department Store experimented with new ways to relieve patients' anxiety, such as by having practitioners wrap their arms around patients from behind while treating them.

New initiatives for a new era

Activities unified at the Lion Dental Center

Up until that time, the oral hygiene portion of Lion's oral health activities had been carried out in cooperation with the Lion Dental Center (LDC) founded in 1964. But in 1984, the oral hygiene division was integrated into the Lion Dental Center to streamline operations. From then on, the Lion Dental Center has been in charge of all activities, strengthening its commitment to public service.

In 1994, to commemorate the 30th anniversary of its founding, the Lion Dental Center changed its name to The Lion Foundation For Dental Health (abbreviated as LDH). Prominent scholars from Japan and abroad were invited to the 30th Anniversary Seminar, which was held November 26-27 at Tokyo Dental College Chiwaki Memorial Hall. Over 400 dentists who attended heard and made impassioned speeches, and engaged in question-and-answer sessions based on the theme of "The 8020 Campaign, A New Challenge Against Dental Cavities and Periodontal Disease." Also, a memorial reception was held at the Okura Hotel on the first day of the event, bringing together more than 200 people together.

The First Lion New Year Seminar. Thereafter, it was held every January, and the 24th annual event took place in 2015.



From direct instruction to instructor training

Entering the 1990s, in addition to long-running general educational activities such as the Children's Mass Toothbrushing Training and the Dandelion Movement, the Lion Foundation for Dental Health embarked on a new mission: Oral Health Instructor Training.

The first installment of this was the Lion New Year Seminar, an event thereafter held each January beginning in 1992. The seminar aims to improve the skills of dental hygienists, providing detailed introductions to knowledge and skills required by dental hygienists, along with the latest information on oral health. The Japan Dental Hygienists' Association took over the event from the Japan Dental Association starting from 1997 and conducts the Special Research Seminar of the Japan Dental Hygienists' Association Third Lifetime Training System.

Also, in 1993, a veteran dental hygienist from the Lion Foundation for Dental Health started the Nadeshiko Project which holds lectures for school officials and others involved in dental health. This initiative contributes to oral health by providing lectures around Japan such as "The 8020 Campaign," "Chewing and Prevention of Lifestyle-related Diseases," and "Life Skills Education."



A ticket for a performance by The Beatles at the Budokan. The names of the sponsors, Lion Dentifrice and Lion Fat & Oil, appear on the ticket.

The Advertising King pedigree rules the TV age

● From The Beatles to Lion Housewives Theater

Since the founding of Tomijiro Kobayashi & Co., Lion has always made effective use of the best media of the times, and this ability was apparent at the dawn of the television age in the late 1950s.

In particular, what drew the industry's attention was joint advertising. Lion Dentifrice Co., Ltd. and Lion Fat & Oil Co., Ltd. jointly sponsored television programs as All Lion. This unprecedented experiment was not acceptable to all at first, but after intense negotiations, a one-hour drama series called "Outlaw" was broadcast nationally in 1962. Then, various popular, highly-rated shows were broadcast, including "The Untouchables", "The Fugitive", "The Wednesday Night Game", and "Lion Housewife Theater". The 1966 Japan concert by the Beatles was also sponsored exclusively by Lion Dentifrice and Lion Oil & Soap. Not only did the concert at the Budokan have a huge impact — the TV broadcast of it the following day achieved 56.5% viewership (according to research of Kanto region TV viewing), a record that still stands in Japanese television history. Such bold initiatives achieved great advertising results.

Practice the spirit of love

Oral health activities aimed at adults that began in the early Showa era (1926-1989) were full of imagination and originality. In addition to the Oral Hygiene Expo, and Dental Beauty Salons at beaches, all sorts of different projects were carried out in succession, including the full-color educational film, *The Stars are Watching*, the theatrical presentation *Mother and Child Christmas Party*, and the creation of the Oral Hygiene Calendar for dental clinics. These manifestations of Lion's passion for improving people's health perfectly match "Practice the spirit of love" — the company's founding motto.



Chapter 5

Oral care in the future

– The future envisioned by Lion

In a social environment that has changed dramatically, with declining birthrates and a rapidly aging population, what oral health activities should exist in the future? In Chapter 5, the final chapter, we turn our gaze from the past to the future, and introduce Lion's blueprint for oral health promotion over the next century.



健康日本21

Expanding into a nationwide movement

Promoting oral health as a national project

Lion's continuous work on oral health since 1913 has led to an era in which oral health is a government-supported project. In 1989, the Ministry of Health and Welfare proposed the 8020 Campaign, aimed at having 80-year-olds retain at least 20 of their teeth. Also, Healthy Japan 21, a movement to promote the health of citizens in the 21st century, started in the year 2000. The underlying Health Promotion Law framework specifies maintenance of healthy teeth among its major goals. What's more, the Ministry of Health, Labour and Welfare aimed to further promote the 8020 Campaign with the phrase "Chewing 30" to encourage people to chew their food at least 30 times. To increase public awareness of the importance of healthier living, the Dental Health Law, which the Japan Dental Association has hoped for years would be enacted, finally was enacted in 2011. The purpose of this law is "to comprehensively promote measures to maintain oral health by preventing dental diseases, etc., because oral health plays an important role in physical and mental health." This basic law is significant, as it clarifies the national government's responsibility for the dental health of Japan's people.

Improving quality of life with "Healthy mouth - Beautiful mouth"

Good health begins with a healthy mouth

In 2010, as the national government and public administrations were intensifying their oral health activities, The Lion Foundation for Dental Health received certification as a Public Interest Incorporated Foundation and has eagerly assumed its new social responsibility to contribute even more to dental health. In particular, the aging of Japanese society is an urgent issue, but even now only about 40% of 80-year-olds still have 20 or more of their teeth. Improving this situation will require not only conventional cavity prevention, but also initiatives to maintain a healthy mouth throughout one's lifetime. As the relationship between periodontal disease and overall health has become clear, dental health has also become an essential issue in efforts to extend healthy life expectancy.

Therefore, Lion introduced the concepts "A healthy mouth beautifies the body and mind" and "Healthy mouth - Beautiful mouth", and also developed campaigns such as "Eat, Talk, Smile" to raise awareness of the essential role of oral care in everyday life. By giving sound guidance on proper maintenance of oral health, oral beauty and communication, we strive to promote better physical and mental health, in order to extend life expectancy and improve quality of life. By calibrating steps to adapt to each stage of life, as described on page 56, these activities address the challenges of achieving health and prosperity as society ages.

A healthy mouth beautifies the body and mind

Extending healthy life expectancy



Improving QOL (quality of life)

Promoting healthy bodies

Promoting healthy minds



Eat



Talk & Laugh

Healthy mouth — Beautiful mouth

Oral Health

Oral Beauty

Communication



Teaching at a diet education event in Sumida-ku, Tokyo. Instilling healthy habits during childhood leads to better lifelong health.

Developing important health habits during childhood

Oral health activities for children

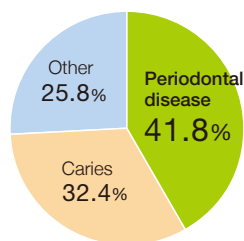
In our activities for children, in addition to the Children's Mass Toothbrushing Tournament, we put our energies into developing healthy habits in everyday life. Various activities for schoolchildren have led to a reduction in caries, so that in the year 2014 the average 12-year-old schoolchild has had an average of just one cavity. However, in spite of this, perhaps because toothbrushing habits have not been properly established, there is a growing trend toward cavities and periodontal disease during and after adolescence.

Because the health habits formed in childhood significantly affect maintenance and improvement of subsequent health, we need to further increase awareness to establish good health habits. Specifically, we are aggressively expanding activities such as instruction on toothbrushing at local community events and extracurricular activities aimed at kindergartens, elementary schoolchildren and mothers.

Since 2012, we have also conducted surveys in Ishigaki, Okinawa Prefecture, in cooperation with the municipal board of education, school nurses and school dentists, to investigate toothbrushing habits of elementary and junior high school students, and gauge parental awareness. The aim, besides using the results to establish good health habits, is to "develop a healthy community, beginning with children's oral health" across the entire region.

Few people notice periodontal disease because it causes no pain, but it is a serious illness that leads to loss of teeth. From the 8020 Promotion Foundation's "Investigation Into the Removal of Permanent Teeth."

Causes of lost teeth



Campaign to strengthen awareness of periodontal disease

Oral health initiatives for adults

The biggest topic related to adults is combatting periodontal disease. Proper care at this stage is important, both in regard to the goals of the 8020 Campaign, and in its connection to future health.

Periodontal disease occurs when periodontal bacteria, etc. multiply in spaces between the teeth and gums (periodontal pockets), or in accumulated plaque. It is a terrible illness and the number one cause of tooth loss. In addition to daily care with a toothbrush and inter-dental brush, improving lifestyle habits is a key to preventing periodontal disease. Smoking, accumulated fatigue, lack of sleep, and stress can reduce the body's resistance and are major factors that increase the risk of periodontal disease. Smoking in particular increases the likelihood that periodontal disease will progress, because it creates an environment inside the mouth that is conducive to the growth of periodontal bacteria, and nicotine suppresses the capillaries' ability to protect the body. In many cases, the disease becomes quite severe before it is even noticed. Furthermore, reduced immunity due to stress can exacerbate periodontal disease and make healing difficult. In oral health initiatives for adults, it is essential that educational activities such as these be carried out thoroughly.



The Lion Foundation for Dental Health's Periodontal Disease Risk Examination Program provided examinations and instruction to 980 participants on November 24-25, 2012.

Periodontal disease can lead to bodily disease

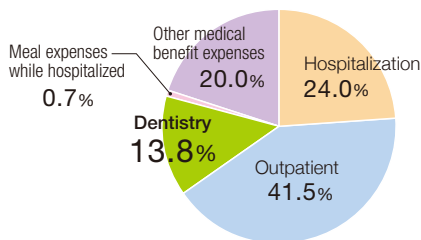
The mouth is the entranceway for infection

Recent research has revealed that periodontal disease has an adverse effect on a variety of systemic diseases, such as diabetes and arteriosclerosis. The mouth, besides being the entranceway for food, is also the port of entry for things like bacteria and viruses. Especially in the case of periodontal disease patients, the mucous membranes that normally prevent bacterial invasion have become sore inside the periodontal pockets, which allows bacteria to easily enter capillaries and spread throughout the body. Periodontal disease bacteria entering the body have been found to worsen diabetes, as well as increase the risk of arteriosclerotic diseases such as cerebral infarction and myocardial infarction.

At Lion, we are cooperating with health care workers to further clarify the connection between periodontal disease and systemic disease. We will continue to propose effective measures, while developing activities to raise the general public's awareness of periodontal disease. We put great energy into implementing our own independently developed programs such as The Periodontal Disease Risk Testing Program and The Periodontal Disease Prevention Program. Other activities include surveys of lifestyle habits, occult blood measurements in gums, and measuring levels of mouth cleaning. From these we determine a person's risk of periodontal disease in the future, and urge the subject to beware of any risks.

A breakdown of 2007 medical benefit expenses (cash benefits, excluding extra benefits) which totaled 1,405.4 billion yen.

A breakdown of the Health Insurance Society's insurance benefit costs



The medical costs of treating periodontal disease

The worse a person's periodontal disease, the higher the medical costs

The rate of periodontal disease infection is extremely high, and has been cited as a cause of rising health care costs. According to a survey by the Ministry of Health, Labor and Welfare, periodontal disease is increasing rapidly in people over 40, and it was revealed that about half of Japanese people from 40-64 years old have periodontal disease pockets (periodontitis). This is a cause of ballooning dental expenses, as dental care costs comprise about 14% of the Health Insurance Society's medical benefit costs. Excluding hospital treatment, dental care expenses now make up around one-fifth of overall benefit costs. In addition, because periodontal disease can also lead to systemic disease, the more people who have periodontal disease, the higher total medical costs tend to rise. According to some published survey results, people with periodontal disease have 21% higher medical costs on average than those without periodontal disease.

To protect the health of people like these who are in the prime of life, Lion proposes individualized programs tailored to each company to raise employee awareness of periodontal disease prevention. This aspect of our ongoing industrial dental health activities for workplaces is aimed at optimizing the Health Insurance Societies' medical expenses.

Significant results, such as savings of around 28,000 yen per person over six years in dental care costs, have been achieved at companies participating in Lion's initiatives.



Keeping the mouth clean extends healthy life expectancy for elderly people.

Aiming to extend life expectancy and health

Oral health initiatives for the elderly

With our oral health initiatives for the elderly, we continue to help people lead longer, healthier lives. Japanese men's and women's life expectancies are among the highest in the world, although the healthy life expectancy of an independent (not bed-ridden) person remains at 71.19 years for men and 74.21 years for women (2014, Ministry of Health, Labor and Welfare). At The Lion Foundation for Dental Health we aim to extend healthy life expectancy by maintaining oral health, and help people remain independent throughout more of their lives.

For example, at special nursing homes for the elderly in Kyotango, Kyoto Prefecture and Neyagawa, Osaka Prefecture, we are taking measures to prevent aspiration pneumonia through oral care. When elderly people swallow food, some of it can inadvertently enter the airways, and if the mouth and dentures are not kept clean, bacteria can enter the lungs, possibly leading to pneumonia. Therefore, by providing oral hygiene instruction to the elderly and to the facilities' staff, our activities prevent pneumonia. By deploying useful care methods nationwide, we are helping to extend healthy life expectancy.

Using various tools to maintain and improve oral function



Preventing dementia by improving oral function

The Lion Foundation for Dental Health also conducts research studies to develop concrete approaches to maintain and improve oral function, and to contribute to the health of the elderly.

We carried out an investigative survey from 2012 to 2013 in Miyakojima, Okinawa Prefecture on preventing deterioration of cognitive function by improving elderly people's oral function. This study was jointly conducted by The Lion Foundation for Dental Health and the Tokyo Metropolitan Institute of Gerontology. With the cooperation of local dental hygienists and public health nurses, we carried out a five-month oral function improvement program involving 162 people aged 65 or older. Elderly people doing various exercises to improve oral function increased their biting strength and swallowing strength, which also improved their functions of execution and alertness. This, in turn, slowed the decline of cognitive function. These results were announced at an information meeting at Miyakojima Hirara Health Center at which the importance of oral care was demonstrated to dental hygienists and officials of senior care facilities.

Maintaining oral health through “Healthy mouth — Beautiful mouth” exercises

To enjoy delicious food forever

The Lion Foundation for Dental Health developed "Healthy mouth - Beautiful mouth" exercises that make it easy for elderly people to enhance their oral function and overall health. Three exercises that vitalize the area around the mouth, biting strength and swallowing strength are combined to train the muscles that support oral function, thereby preventing aspiration and choking accidents.

Exercises to vitalize the area around the mouth strengthen muscles of the lips and cheeks, helping to prevent food spillage while enabling proper pronunciation as well as a wide range of facial expressions that enhance elderly activity and sociability. Exercises to vitalize biting strength make eating safer by enhancing chewing power and increasing saliva flow, which clean the inside of the mouth, prevent caries and periodontal disease, and facilitate swallowing. Biting firmly also activates the brain and helps prevent dementia. Exercises to enhance swallowing strength train the muscles used for swallowing food, which prevents the aspiration of food and saliva into the trachea.

The Lion Foundation for Dental Health holds oral care workshops in cooperation with various municipalities to promote “Healthy mouth - Beautiful mouth” exercises. We develop these activities to help the elderly continue to enjoy delicious food, happy conversation and lives filled with laughter.

A DVD was produced that gives an easy-to-understand introduction to methods and results of "Healthy mouth — Beautiful mouth" exercises. Our activities promote improved vitality of the mouth.



"Healthy mouth — Beautiful mouth" exercises

Lesson 1

Exercises to vitalize the area around the mouth

- 1** Make "ooh" and "eeh" sounds, exaggerating the changes in mouth shape.



ooh

Pucker your mouth strongly.



eeh

Pull your lips wide.

- 2** Puff your cheeks out big.



Puff out your left cheek.



Puff out your right cheek.



Puff out both cheeks.

The presentation of the
Clinical Research Award
from the American Academy
of Periodontology.



Clarifying the connection between periodontal disease and metabolic syndrome

● Winning double prizes, in Europe and America

With periodontal disease identified as the cause of various diseases, in 2011 The Lion Foundation for Dental Health carried out epidemiological studies to show that periodontal disease worsens metabolic syndrome. Metabolic syndrome can cause various lifestyle diseases, and a global response is required to deal with this affliction because it increases the risk of stroke and myocardial infarction. However, the discovery that measures to prevent periodontal disease also prevent metabolic syndrome was a major breakthrough.

In November 2011, this research earned a Clinical Research Award from the American Academy of Periodontology. It was the first time that the award was won by Japanese.

At Europerio7, held the following year in June 2012, a paper by The Lion Foundation for Dental Health was awarded first prize among papers on periodontal disease that had been published over the previous three years.

As a scientific research institute approved for funding by the Ministry of Education, Culture, Sports, Science and Technology, The Lion Foundation for Dental Health has received high evaluations for its research, and the two awards from the United States and Europe, respectively, attracted worldwide attention.

"Polish Your Health, Increase Your Smiles" is a 200-page pocket edition simply organized with plenty of illustrations.



Proposals for healthy habits at each stage of life

The "Polish Your Health, Increase Your Smiles" series is published

At Lion, we believe that the secret to happy everyday living is to "examine your health and develop good habits." Therefore, our wide range of activities delivers information for better health in general, not only for the teeth and mouth. In 2015, we published the "Polish Your Health, Increase Your Smiles" series of books about adopting good health habits at each stage of life.

Of these four books, the one entitled "58 Things Baby Wants Mama and Papa To Do" is oriented toward early childhood, and explains child-rearing tips for everything from nutrition to discipline. For schoolchildren there is "74 Habits for developing effective kids that they don't teach in school". For adults there is "The body's danger signals that go surprisingly unnoticed by working-age people — Notice them to instantly turn your life around." For the elderly, "A healthy head and body — Training for a lifetime of health" is packed with information on how to stay healthy and maintain an active life. Each of the books is aimed at helping a particular generation enjoy happy living now and in the future, on the basis of "health, comfort, and environment."



Promotional efforts include Lion Dental Products Co., Ltd.'s *Dent.-File* magazine introducing dental clinics and dental hygienists working in the field of preventive dentistry.

Another topic: Preventive dentistry

Aiming to make preventive dentistry a habit

In addition to the aforementioned life stage-specific care, Lion is also working to "make preventive dentistry a habit" in the future. Preventive dentistry provides appropriate care to maintain functions that prevent mouth diseases. Lion advocates concrete measures to establish regular professional care by dentists, etc., and develop daily self-care routines.

Lion also includes other groups vigorously promoting preventive dentistry. Lion Co., Ltd. brand campaigns and advertising promote relevant consumer education. Lion Dental Products, which sells dental supplies and dental treatment equipment, provides dentists and dental hygienists with up-to-date information. We also support preventive dentistry by encouraging more clinics to provide it. Besides urging consumers to get regular checkups and maintenance visits, The Lion Foundation for Dental Health is also intensifying efforts to provide information to dental clinics. Multi-faceted activities by each company are spreading awareness about this field.

The roots of the Tokyo Dental Clinic, a leading preventive dentistry clinic, go back to the establishment in 1921 of the Lion Dental Clinic for Children, Japan's first specialized dental clinic for children.



Strengthening preventive dental care at the Tokyo Dental Clinic

The Lion Foundation for Dental Health is actively introducing preventive dentistry into its dental practice. The Tokyo Dental Clinic is making a major shift away from the conventional treatment of symptoms involving grinding, pulling, and putting in false teeth, to a prevention and control (maintenance) system aimed at prevention of recurring problems.

Because dental caries do not heal naturally, and restoring gums to their previous state after periodontal disease occurs is almost impossible, it can be said that dental diseases are irreversible. In the U.S.A. and countries in northern Europe, where dentistry is more developed, prevention and control of dental disease (maintenance) are common, with over 80% of people visiting dental clinics for maintenance procedures. Therefore, the Tokyo Dental Clinic has set up a reception system for maintenance, where patients can receive guidance about risk control dentistry consisting of preventative treatments tailored according to each patient's risk of dental and oral diseases. Up to seven different types of tests, including saliva PH, bacteria counts in saliva, etc. are used to accurately determine the patient's risk level, and regular care helps to maintain mouth health.

Putting dental hygienists in charge of preventive dentistry

Implementing detailed maintenance with a patient-centered system

At the Tokyo Dental Clinic, dental hygienists play a major role in effectively implementing risk control dentistry. While the dentist has final responsibility for the patient, management of care for patients whose caries treatment is finished, or whose periodontal disease condition has stabilized, shifts to the dental hygienist. Dental hygienists, who have learned high-level techniques of professional care, perform specialized risk examinations and accordingly carry out maintenance work such as scaling, etc. The Tokyo Dental Clinic has also introduced a system that assigns each patient a dental hygienist in charge of that patient's ongoing care, providing a consistent program of prevention and health guidance. The dental hygienist is actively involved in maintaining the health of the patient's teeth and mouth.

The Lion Dental Clinic For Children, predecessor of the Tokyo Dental Clinic, was the training clinic for the first dental hygienists (called dental hygiene nurses at the time) in Japan. A culture that prioritizes constant dedication to the health of the patient and tackling new challenges has been passed down and has been consistently maintained for over 90 years.

Thai elementary schoolchildren participate in the 70th Schoolchildren's Mass Toothbrushing Training via the Internet.



The Schoolchildren's Toothbrushing Tournament expands worldwide

Targeting participation by 5,000 schools and 500,000 people overseas

The Schoolchildren's Mass Toothbrushing Drills that helped prevent so many children's cavities continue to evolve more than 80 years after their start in 1932. The activity has changed from group toothbrushing exercises to more individualized tutorials that address lifestyle habits, including toothbrushing. Beginning with the 65th such event in 2008, it has also been delivered simultaneously over the Internet, making it easier for people to participate.

Lion has also expanded its oral health activities overseas with a focus on Asian countries, beginning with Taiwan in 1984, followed by South Korea, China, the Philippines, Vietnam, Thailand, Malaysia and Indonesia. Participation in the Oral Health Event of Tooth Brushing for Children is thereby increasing year by year, and at the 72nd such event held in 2015, in addition to 1,287 schools from Japan, 15 schools from seven different countries and regions in Asia also participated. The total number of participating schools reached 1,302. Therefore, the training has grown into a large, international event. With delivery over the Internet, students can participate from their own country and school using the same teaching materials. This event has been highly praised by officials as "a fun way to learn about the health of the mouth and teeth." Lion's goal is to have one million children from 20,000 schools in Japan, and 500,000 children from 5,000 schools overseas participate in the event. Our motivation to improve children's health continues to grow.



The Touch and Understand Toothbrushing Book with easy-to-understand 3D representations (left) and Kidzania Tokyo (right).

Meeting the challenge of making information barrier-free

Bringing oral health activities to everyone

At Lion we are diversifying our delivery of information to bring our various oral health initiatives to more and more people.

To provide barrier-free information for the visually impaired, we issue product information twice a year in Braille and large print, and have been providing dental instruction to people with disabilities since 1994. We also created the Touch and Understand Toothbrushing Book in 2004, as a way of deepening understanding of oral hygiene. The book uses pictures and tactile three-dimensional representation techniques such as those used at schools for the blind, as using the sense of touch apparently makes learning much easier.

In addition, in 2006, the 110th anniversary of its first toothpaste for sale, Lion set up a mock dental clinic at the work experience theme park for children, Kidzania Tokyo. Trying out a dentist's job in a simulated work environment is a fun way to teach children about the importance of teeth.



COI: The Center of Innovation Program

Working to extend healthy life expectancy

Taking part in a national project for the future

Lion is taking on the challenge of participating in the Ministry of Education, Culture, Sports, Science and Technology's Center of Innovation Program (COI STREAM). For this national project, government, industry, and academia collaborate on an innovative research agenda for the future. Joining a team based around Hirosaki University, Lion is developing methods of predicting and preventing diseases such as lifestyle-related illnesses that influence healthy life expectancy. The project is using huge amounts of medical data (big data) gathered from citizens of Hirosaki over many years. Many research institutions and private enterprises also joining the team address the challenges from different perspectives. As part of this initiative, Lion aims to clarify the relationship between dental diseases and metabolic syndrome. In this program, medicine and dentistry are joined in unusual ways, and expectations are growing for the research to yield groundbreaking results.

Since 1913, Lion's oral health initiatives have consistently taken on the challenges of the times. We will tirelessly address challenges in the future to make people happier through oral health.

Taking on the challenges of the next generation: The LDH Symposium

The symposium was held at the Toranomon Hills Forum in Tokyo, with the backing of organizations such as the Japan Dental Association, the 8020 Promotion Foundation, and the Japan Dental Hygienists' Association.



Aiming for dental care that makes greater contributions to healthy longevity

● Symposium held for dental care workers

On June 26, 2016, the Lion Foundation for Dental Health held a symposium with the theme of “The mission and possibilities of dental care aimed at extending healthy life expectancy”, in which researchers, dentists, and others who are active in the forefront of the dental care field gathered for lectures and comprehensive discussions. Taking the stage for the keynote address was former American Academy of Periodontology president Joan Otomo-Corgel, who stressed the importance of that mission: “In the U.S., there are reports on the relationships between periodontal disease and diabetes, heart disease, osteoporosis, respiratory illness, and more. Now more than ever, dental care workers are standing as the front line of defense for overall health.” Furthermore, Professor Ichiro Tsuji of the Tohoku University Graduate School asserted that coordination between medical and dental care is essential to extending healthy life expectancy, and that implementing such cooperation is a matter of urgent importance. Professor Atsuo Amano of the Osaka University Graduate School explained the mechanism by which periodontal disease bacteria have a negative impact on the entire body, and emphasized the necessity of oral health maintenance throughout one’s lifetime. In addition, panel discussions, which were also joined by private practitioners, developed into heated debates. There was a shared recognition between participants that in order to overcome periodontal disease, which is said to be humanity’s most widespread infectious disease, there is a need for cutting-edge treatments as well as long-term preventive dental care from regional dental clinics. The discussions became a meaningful opportunity to shed light on the best path for the future of dental care.

LDH book fosters
toothbrushing culture

"A 100-Year Tale of
Toothbrushing", B5
softcover, 258 pages
Edited: Lion Foundation
for Dental Health
Published: Diamond, Inc.



How did the custom of people brushing their teeth come to be?

● LDH publishes "A 100-Year Tale of Toothbrushing"

When did people first start brushing their teeth, and how did it become an everyday custom? In 2017, the Lion Foundation for Dental Health published the book "A 100-Year Tale of Toothbrushing" which puts the focus on toothbrushing, the most fundamental activity for promoting oral health, and introduces its history and the progress made by activities that helped to spread and establish it.

The first chapter looking back on history is a fascinating introduction to toothbrushing customs from before the modern era, combining historical records that begin with the toothpastes used in ancient Egypt and the Roman era, along with the toothbrushing methods of the upper class in Japan's Heian period which made use of toothpicks, and the Edo-period Japanese method of rubbing the teeth with sand and salt. Chapter 2 covers Japan's Meiji era onward and goes into details about the progress made through oral health promotion activities by Lion and other private enterprises along with dentist organizations to help toothbrushing become an established daily habit in Japan. Then, Chapter 3 presents an overview of the many diverse and ingenious efforts that went into producing unique advertisements and promotions as well as books, picture books, movies, and events for informing large numbers of people about the importance of toothbrushing. Chapter 4 is titled "Brushing your teeth is brushing up your health" and it explains toothbrushing's newly recognized role as a contributor to overall health and healthy longevity. From start to finish, the book's pages are filled with rich visuals and it's easy for anyone to read. It's a book that serves as a truly valuable resource regarding cultural and lifestyle history.

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

LION Promoting Oral Health Over 100 Years of Progress

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