

LION

Promoting Oral Health

Over 100 Years of
Progress

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.

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The Lion Foundation for Dental Health

Sadayoshi Fujishige, Chairman



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