

CJ Lion Co Ltd in Home Care (South Korea)

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Abstracts

CJ Lion Co Ltd continued to introduce new products during 2014-2015 within its product categories. The company's new products are developed according to changing consumer lifestyles and specified demand. Notable examples include extremely environment-friendly dishwashing detergent and antibacterial spray for kitchens as well as antibacterial laundry detergent to maintain the hygiene of the washing machine interior.

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