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Eisai is a Human Health Care Corporation striving for innovative solutions in prevention, cure and care for the health and well-being of people worldwide. We combine our talents to understand and meet the needs of patients and their families to enhance the quality of life.

FOR IMMEDIATE RELEASE

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Eisai Co., Ltd.

**New Individually-Wrapped Tablets Introduced to *Selbelle*[®]:
Stomach Medication that Protects Gastric Mucosa from Stomach Acid
Now Available in Easy-to-Carry Package**

Eisai Co., Ltd. (Headquarters: Tokyo, President and CEO: Haruo Naito) today announced the launch of individually-wrapped tablets as a new addition of the *Selbelle*[®] Tablets, an OTC (over-the-counter) product for gastric discomfort. The new product will be available in a twelve-dose box from July 18, 2007.

Gastric symptoms such as stomach heaviness or heartburn, are often induced when the amount of stomach mucus which protects the gastric mucosa from stomach acid decreases due to the influences from aging, poor physical condition, or irregular eating habits. *Selbelle*[®] relieves the stomach discomfort from repetitive stomach heaviness and heartburn by the effect of its active ingredient “Teprenone” that promotes the secretion of gastric mucus and protects gastric mucosa, as well as the natural extracts improving the function of gastric peristalsis. *Selbelle*[®] is the only OTC product that contains “Teprenone”.

Eisai launched *Selbelle*[®] (granule formulation) in 2001 and *Selbelle*[®] Tablets in 2005. The new individually-wrapped tablets can be conveniently carried around by dose, which can help patients who need to take medication after meals outside of their homes and avoid missed dose. The tablets are also useful for taking to travels for treating gastric discomfort happens away from home.

As the middle-aged population increases in Japan, the number of people who will experience repetitive stomach heaviness and heartburn is estimated to grow. The introduction of individually-wrapped tablets will strengthen Eisai’s *Selbelle*[®] series to make further contributions to the benefits of middle-aged people suffering from stomach discomfort.

[Please see the following notes for the product information and the product image]

Contact:
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<Note to Editors>

Product Information

Product name:

Selbelle[®] Tablets (individually wrapped tablets, 12 dose box)

Indications:

Stomach heaviness, heartburn, overeating, excessive drinking, abdominal fullness, loss of appetite, nausea, vomiting, and dyspepsia

Dosage and Administration:

For an adult (15 years old and above), take 3 tablets a day in three divided doses after meals with water or hot water.

Ingredients (contained in 3 tablets, a daily dose for an adult):

Ingredients	Dose	Function
Teprenone	112.5 mg	Increases gastric mucus and protects the gastric mucosa from various stimulus including stomach acid
Atractylodes lancea rhizome dried extract (equivalent to 1.5g atractylodes lancea rhizome)	150 mg	Increases the gastric peristalsis
Magnolia bark dried extract (equivalent to 1.0g magnolia bark)	83.4 mg	

Tocopheral, Partly Pregelatinized Starch, Erythritol, Calcium Silicate, and Sodium Stearyl Fumarate are contained as inactive ingredients.

Recommended retail price (tax included):

12 dose box 662 yen

Manufactured by:

Nitto Pharmaceutical Industries, Ltd.

Marketed by:

Eisai Co., Ltd.

Other *Selbelle*[®] series products and recommended retail prices (including tax)

Selbelle[®] (granule formulation) 12 dose box 998 yen / 27 dose box 2,079 yen

Selbelle[®] (tablets) 21 dose bottle 998 yen / 45 dose bottle 2,079 yen

Product Image



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