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Eisai Co., Ltd.

## **EISAI TO LAUNCH NEW SELBELLE® TABLETS AND NEW SELBELLE® FINE GRANULES**

### *New Medications to Alleviate Post Meal Stomach Heaviness*

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that it will launch New Selbelle® Tablets and New Selbelle® Fine Granules (both Class 2 Pharmaceutical Products; "New Selbelle") on Tuesday, September 13 as new additions to the Selbelle brand lineup, a series of over-the-counter products to relieve weakness of the stomach due to aging or other factors.

New Selbelle combines lipase AP6, an enzyme that aids the digestion of fat, which is known to cause stomach heaviness, with teprenone, an ingredient that stimulates gastric mucus secretion and protects the stomach from gastric acid, and natural extracts, that enhance gastric peristalsis. This combination of ingredients provides triple action relief for post meal stomach heaviness in people who feel that their stomach has weakened due to aging.

The Selbelle series of products has been used to relieve various forms of stomach discomfort by strengthening the function of gastric mucus that have become weak due to the impact of aging, physical condition, or other factors. Coinciding with the 10<sup>th</sup> anniversary of the Selbelle Series launch, the addition of the two new products for the alleviation of post meal stomach heaviness will enable Eisai to make further contributions to an ever-greater number of people who experience gastric discomfort, including adult women who wish to enjoy delicious meals without being worried about post meal stomach heaviness.

Eisai launched Selbelle® Fine Granules, Selbelle® Tablets, and Selbelle® Tablets (individually-wrapped tablets, 12-dose box), in 2001, 2005 and 2007, respectively, as Selbelle brand products. Following the launch of the new products, Eisai will leverage the complete Selbelle Series to further increase the benefits it provides to patients.

**[Please refer to the following notes for a product outline and image]**

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**[Notes to editors]**

**Product Outline**

**1. Product Name**

New Selbelle® Tablets (Class 2 Pharmaceutical Product)

New Selbelle® Fine Granules (Class 2 Pharmaceutical Product)

**2. Active Ingredients**

**Per Three Tablet/Three Sachet (2.4g) Adult Daily Dose:**

Teprenone	112.5 mg
Atractylodes Lancea Rhizome Extract	150 mg
Magnolia Bark Extract	83.4 mg
Lipase AP6	14.7 mg

**3. Indications and Usage (Both Products)**

Abdominal fullness, overeating, excessive drinking, heartburn, poor appetite, abdominal bloating/flatulence, nauseous feeling, vomiting, tight chest feeling

**4. Administration and Dosage**

Adults (15 years of age and older):

Take one tablet/one sachet with cold or hot water three times a day after meals.

**5. Recommended Retail Price (Tax Inclusive)**

<New Selbelle® Tablets>

21 Tablet Bottle 1,001 yen / 48 Tablet Bottle 2,080 yen / 90 Tablet Bottle 3,381 yen

<New Selbelle® Fine Granules>

12 Sachet Box 1,001 yen / 30 Sachet Box 2,281 yen

[Product Image]

(Insert Image)



(Left) New Selbelle<sup>®</sup> Tablets (Class 2 Pharmaceutical Product)

(Right) New Selbelle<sup>®</sup> Fine Granules (Class 2 Pharmaceutical Product)