

No.14-02

January 22, 2014  
Eisai Co., Ltd.

## **EISAI ANNOUNCES LAUNCH OF NEW “CRYSTAL VEIL<sup>®</sup> MASK BOKIN 24 MINT” FACE MASK SPRAY CONTAINING LONG-ACTING ANTIMICROBIAL AGENT ETAK<sup>®</sup> 24-HOUR PROTECTION FROM POLLEN, VIRUSES & BACTERIA ADHERING TO FACEMASKS**

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, “Eisai”) announced today that it will launch Crystal Veil<sup>®</sup> Mask Bokin 24 Mint (classified in Japan as Miscellaneous Goods), a new face mask spray that contains the long-acting antimicrobial agent Etak<sup>®</sup>, in Japan on Monday, January 27. Crystal Veil Mask Bokin 24 Mint offers all of the benefits of its sister product Crystal Veil Mask Bokin 24, which was launched in Japan in September 2012, combined with an added mint fragrance for a cool and refreshing experience.

Etak, the main ingredient in the Crystal Veil Mask Bokin 24 series, was developed by Professor Hiroki Nikawa of the Department of Oral Health Engineering at Hiroshima University's Graduate School of Biomedical and Health Sciences and contains both an antimicrobial substance and an adhesive substance within a single, long-acting agent. By using the adhesive substance to chemically bind the antimicrobial substance to the surface of sprayed areas, Etak is able to ensure around-the-clock protection from viruses and bacteria that adhere to or accumulate on various surfaces when left unchecked. Furthermore, recent studies have also confirmed the agent's effectiveness in providing 24-hour protection against pollen. By simply spraying Crystal Veil Mask Bokin 24 Mint over both sides of the mask, this spray thus provides 24-hour protection from pollen grains that would otherwise adhere to the mask's surface as well as viruses and bacteria that similarly cling to and accumulate on face masks throughout the day.

The launch of new Crystal Veil Mask Bokin 24 Mint is designed to not only help to keep face masks as germ- and pollen-free as possible but also provide “minty-fresh” relief during Japan's hard-hitting hay fever months so that consumers will be able to get the most out of their day with added ease and comfort. Eisai will continue to deliver a wide range of products to meet the diverse needs of consumers and the wider public in order to further contribute to increasing the benefits that its products provide.

\*This product is not effective against all types of pollen, viruses and bacteria.

\*Etak<sup>®</sup> is a registered trademark of CampusMedico, Inc.

For more information on Crystal Veil<sup>®</sup> Mask Bokin 24 Mint, please visit our product website at:  
<http://eisai.jp/health-care/products/crv/c/index.html> (available only in Japanese).

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

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<Notes to editors>

<Product Outline>

1. **Product Name:**

Crystal Veil® Mask Bokin 24 Mint (Miscellaneous Goods)

2. **Ingredients:**

Ethanol, ethoxysilane derivative (long-acting antimicrobial agent Etak®), menthol, other

3. **Directions for Use:**

Hold bottle approximately 10 cm away from face mask and spray evenly 3 to 4 times over both the back and front of the mask. Gently shake or leave sprayed face mask to dry before use.

4. **Manufacturer's Suggested Retail Price (tax inclusive):**

20 mL, pump spray bottle 1,381 yen

5. **Manufactured By:**

JEX Co., Ltd.

6. **Marketed By:**

Eisai Co., Ltd.

<Product Photograph>

