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Eisai Co., Ltd.

EISAI TO OFFICIALLY LAUNCH “CHOCOLA BB[®] RICH CERAMIDE” IN STORES NATIONWIDE

*JAPAN’S FIRST FOOD WITH FUNCTION CLAIMS DRINK CONTAINING CERAMIDE
- “DRINK” TO COUNTER DRY SKIN -*

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today that it will launch its first food with function claims Chocola BB[®] Rich Ceramide (Notification number: B60) in drugstores, pharmacies and convenience stores throughout Japan on Monday, October 17. The product is Japan’s first drink that is a type of food with function claims containing glucosylceramide derived from rice.¹

Ceramide is a component of the stratum corneum of the epidermis layer of human skin. Normally, ceramide fills the spaces between cells in the corneum of the skin, and plays a role in restraining the loss of moisture to the outside as well as protecting the skin from external stimuli such as ultraviolet rays. Therefore, a lack of ceramide advances transpiration of skin moisture, potentially leading to dryness in the skin. Since ceramide levels decline with age, it is important to appropriately replenish ceramide to counter dryness.

Containing glucosylceramide as its active component to make it harder for moisture to escape from the skin,² Chocola BB Rich Ceramide is a product that you can drink to counter dry skin. Furthermore, in addition to ceramide, the drink also contains collagen and hyaluronic acid which are known for their beauty properties, and is recommended for people who are highly beauty conscious. Chocola BB Rich Ceramide has a delicious, easy to drink pear flavor, is low in calories (8.2 kcal), and with zero caffeine, can be safely consumed before sleep.

Chocola BB Rich Ceramide is now available nationwide through a wide range of retail outlets including drug stores, pharmacies, convenience stores and Eisai’s internet retailing site.

Centered around the signature OTC product Chocola BB[®] Plus[®] (Third-class OTC drug) for the relief of skin trouble, acne and mouth ulcers, Eisai has been expanding the Chocola BB brand to suit the needs and lifestyles of its customers such as Chocola BB[®] Royal 2 (quasi-drug), a nutritional drink for invigoration when physically fatigued, Chocola BB[®] Joma, a soft drink that contains vitamin B₆ (Food with Nutrient Function Claims), and Chocola BB[®] Mouth Ulcer Repair Shot (Third-class OTC drug), an oral care spray launched in August.

Through the Chocola BB brand, Eisai will continue to respond to the diverse needs of female consumers and support an ever-growing number of people to achieve health and beauty in their everyday lives.

¹ Chocola BB Rich Ceramide was accepted by the Consumer Affairs Agency as Japan’s first food with functional claims drink that contains glucosylceramide derived from rice.

² For information such as the scientific basis of Chocola BB Rich Ceramide, please refer to the Consumer Affairs Agency’s home page: <https://www.fld.caa.go.jp/caaks/cssc02/?recordSeq=41609230040200> (in Japanese only)

Media Inquiries:

Public Relations Department,

Eisai Co., Ltd.

+81-(0)3-3817-5120

[Notes to editors]

[Product Outline]

1. **Product Name:** Chocola BB[®] Rich Ceramide (Food with Function Claims, soft drink)

2. **Ingredients (per 50 ml bottle):**

Glucosylceramide derived from rice	1800 µg
Collagen peptide	1000 mg
Sodium hyaluronate	includes 5 mg at time of manufacture

3. **Nutrition (per 50 ml bottle):**

Energy	8.2 kcal
Protein	1 g
Fat	0 g
Carbohydrates	2.1 g
Sodium Chloride equivalent	0.02 g
Niacin	12 mg
Vitamin B ₆	1.1 mg

4. **Reported Claim:**

This product contains glucosylceramide derived from rice. It is reported that glucosylceramide derived from rice has the function of making it harder for moisture to escape from the skin. It is a food product suitable for people who tend to have dry skin.

5. **Recommended Daily Dosage:** Please consume 1 bottle per day

6. **Manufacturer's Suggested Retail Price (excluding tax):** 298 yen per bottle (50 ml)

7. **Manufactured By:** Daiichi Yakuhin Kogyo Co., Ltd.

8. **Marketed By:** Eisai Co., Ltd.

[Product Photograph]

