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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.

Eisai Introduces “Hotmin®” for Improving Peripheral Blood Circulation

A New OTC Drug Relives Symptoms of Coldness in Extremities and Stiff Shoulders

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito) announced today that it will launch a new over-the-counter drug “Hotmin®” on Tuesday, September 16. This new drug is designed to improve the peripheral blood circulation, and thereby relieve symptoms of coldness in extremities and stiff shoulders.

Coldness and stiff shoulders are common symptoms especially seen in women. Poor peripheral blood circulation is often considered a cause of these symptoms. In general, women are prone to having poorer peripheral blood circulation than men due to differences in physical structure, including narrower blood vessels and smaller amounts of muscle. In addition, it is known that hormone imbalances as well as difficulties in modulating the autonomic nervous system caused by factors such as overexposure to air-conditioned environments can result in poor peripheral blood circulation. According to a survey that Eisai conducted in Japan with women in their 20s and 30s*, more than half of them have symptoms of coldness in the extremities and stiff shoulders. (*conducted in January 2008, n=4,838)

“Hotmin®” is an oral preparation (tablet) which improves peripheral blood circulation. With three active ingredients contained: nicotinic acid which dilates the peripheral vessels, ginseng extracts which increases blood flow, and d-alpha tocopherol succinate (natural type vitamin E), the drug exerts an effect improving the peripheral blood circulation to relieve symptoms of coldness in extremities and stiff shoulders. The improved peripheral blood circulation will also help oxygen and nutrients delivered through the whole body, and assist heat produced in the muscles to be diffused in the body which in turn will relieve the symptoms.

Eisai markets various products that address the needs of women, including the Chocla BB brands. By introducing “Hotmin®”, which provides relief of symptoms for women that result from poor peripheral blood circulation, Eisai will continue to increase benefits to women in Japan.

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

Contact:
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<Notes to Editor>

Product Information

Product Name: “Hotmin®” (pharmaceutical product)

Active Ingredients (per the adult daily maximum dose of four tablets):

120.0 mg ginseng extracts (1.2 g as ginseng)

50.0 mg nicotinic acid

200.0 mg d-alpha-tocopherol succinate (natural type vitamin E)

Inactive Ingredients:

talc, corn starch, lactose, hydroxypropyl cellulose, titanium oxide, yellow ferric oxide, magnesium stearate, microcrystalline cellulose, hydrated silicon dioxide, hypromellose, povidone, macrogol

Indications:

- Alleviation of the following symptoms of peripheral hematogenous disorder: numbness and coldness in the hands and feet, stiff neck and shoulders, chilblains
- Irregular menstruation
- Alleviation of the following symptoms of menopause: coldness, numbness in the hands and feet, hot flushes, stiff neck and shoulders
- Should above symptoms not improve after about one month of use, consult a doctor or a pharmacist
- Vitamin E supplementation for elderly person

Dosage and Administration:

For an adult (15 years old and older), Hotmin® should be taken once or twice daily (2 tablets as single dose) with cold or hot water. When taken twice daily, dosage should be administered in the morning and in the evening.

Suggested Retail Price (per bottle, including tax):

Bottles of 24 tablets: 1,280 yen

Bottles of 56 tablets: 2,780 yen

Distribution/Sales: Eisai Co., Ltd.

<Product Image>





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