



Eisai Co., Ltd.

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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 Travelmin[®] Churop Grape Flavor

The First OTC Motion Sickness Remedy in Drop Type

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito) announced today that it will launch a new motion sickness remedy “Travelmin[®] Churop Grape Flavor” on Monday, February 16. The product is the first OTC motion sickness remedy in drop type.

“Travelmin[®] Churop Grape Flavor” prevents and alleviates symptoms of motion sickness such as dizziness and nausea with antihistaminic component (d-chlorpheniramine maleate) and anticholinergic component (scopolamine hydrobromide hydrate). It can be taken by adults as well as children 5 years and older.

Children who have motion sickness often try to endure the symptoms because of the hesitation in taking drugs. “Travelmin[®] Churop Grape Flavor”, the first drop type OTC for relieving the symptoms of motion sickness, was developed to reduce such stress caused when taking the drugs. Grape flavor of the product also makes it easy to take for children and adults who are reluctant to take existing motion sickness remedies. In addition, the product was named “Churop”, a coined word derived from “Cheer up” and “Drop”, supporting consumers’ pleasant trips.

Since the introduction of the original “Travelmin[®]” in 1952, Eisai has been marketing various motion sickness remedies including “Travelmin[®] Junior”, “Travelmin[®] Family”, “Travelmin[®] R”, and “Travelmin[®] Liquid”. The introduction of “Travelmin[®] Churop Grape Flavor” enhances the Travelmin brand line-up, thereby Eisai will make further contributions to addressing the needs of consumers in travels and leisure.

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

Contact:

PR Department

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<Notes to Editor>

Product Information

Product Name: “Travelmin® Churop Grape Flavor” (pharmaceutical product)

Active Ingredients:

per single dose (two tablets, for patients 11 years and older)

1.33 mg d-chlorpheniramine maleate
0.166 mg scopolamine hydrobromide hydrate

Inactive Ingredients:

ethanol, citric acid, propylene glycol, l-Menthol, perfume, acesulfame potassium, palatinit, glycerol esters of fatty acids, sodium copper chlorophyllin

Indications:

- Prevention and alleviation of dizziness, nausea, and headache associated with motion sickness

Dosage and Administration:

For prevention of the symptoms, chew or dissolve in the mouth the following dosage 30 minutes before travel:

- Adults (15 years and older), children above age 11 and under 15: two tablets at each time
- Children above age 5 and under 11: one tablet at each time

When taking additional dosage, wait more than 4 hours before taking the second dose. No more than two doses should be taken per day.

Suggested Retail Price (per package, including tax):

6 tablets (3 sachets: each sachet contains two tablets): 498 yen

Manufacturer: Takaichi Pharmaceutical Industry

Distribution/Sales: Eisai Co., Ltd.

<Product Image>

