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Eisai Co., Ltd.

EISAI TO LAUNCH CHOCOLA BB[®] SPARKLING VITAMIN KYUTTO LEMON FLAVOR *CONTAINS 5 INGREDIENTS THAT HELP BRING OUT BEAUTY FROM WITHIN & REDUCED CALORIES*

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that it will launch its new carbonated supplement drink Chocola BB[®] Sparkling Vitamin Kyutto Lemon Flavor, classified in Japan as a Food with Nutrient Function Claims, in Japan on Monday, June 17.

Chocola BB Sparkling Vitamin Kyutto Lemon Flavor is a new carbonated supplement drink classified by the Japanese Ministry of Health, Labour and Welfare as a Food with Nutrient Function Claims (Niacin). The drink contains five ingredients that help bring out women's beauty from within, including 1,500 mg of vitamin C (equivalent to that of 75 lemons), the nutrient niacin for maintaining healthy skin and mucous membranes, vitamins B₁ and B₆, and iron. At 25 kcal per bottle, the drink's reduced calorie count is a response to the demands of beauty-conscious consumers, while its lemon flavor, a popular favorite among women in particular, offers an effortless, delicious way to intake 1,500 mg of vitamin C and four other beauty ingredients in a single serving. Furthermore, the drink is mildly carbonated for a crisp, clean taste that is recommended for women as a light refreshment or for a subtle change of pace in their daily routine.

Chocola BB Sparkling Vitamin Kyutto Lemon Flavor is the newest member of the same Chocola BB Sparkling series that developed Chocola BB Sparkling Grapefruit & Peach Flavor, Chocola BB Sparkling White Grape Flavor, and Chocola BB Sparkling + Fiber, all of which have been well-received since launch. As with previous products in the series, this latest addition also features cheerful, colorful bottle packaging designed with the preferences of women in mind.

Eisai will continue to provide the Chocola BB family of products 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.

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

Media Inquiries:
Public Relations Department,
Eisai Co., Ltd.
+81-(0)3-3817-5120

<Notes to editors>

<Product Outline>

1. Product Name:

Chocola BB[®] Sparkling Vitamin Kyutto Lemon Flavor
(Food with Nutrient Function Claims [Niacin], carbonated beverage)

2. Nutrients (per 140 ml bottle):

Energy	25 kcal
Protein	0 g
Fat	0 g
Carbohydrates	6.2 g
Sodium	15 mg
Vitamin C	1,500 mg
Niacin	20 mg
Vitamin B ₁	0.3 mg
Vitamin B ₆	5 mg
Iron	0.8 mg

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

141 yen per bottle

3. Marketed By:

Eisai Co., Ltd.

<Product Photograph>

