

No.13-50

September 11, 2013
Eisai Co., Ltd.

**EISAI ANNOUNCES LAUNCH OF SELBELLE® UKON 27 PLUS GRANULE
30 mg OF HIGH-ABSORPTION CURCUMIN FOR APPROX. 27 TIMES THE ABSORPTION!**

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that it will launch Selbelle® Ukon 27 Plus Granule on Tuesday, September 17. Selbelle Ukon 27 Plus Granule is a food product that has been created for people who are looking for more turmeric intake in their life as part of their health regimen.

Selbelle Ukon 27 Plus Granule is a turmeric processed food that includes high-absorption curcumin as well as the amino acids ornithine, alanine and L-cystine, with the equivalent of approximately 300 basket clams (Corbiculidae) of ornithine contained in each sachet. The refreshing, mixed-fruit-flavored granules quickly dissolve on the tongue without water, while the single-use sachets make it easy to carry around.

Curcumin is an ingredient found in the rhizomes of turmeric plants. The high-absorption curcumin used in the product refers to curcumin granules that have been further refined and processed to prevent their surfaces from sticking together and clumping, so that they can be absorbed into the body at a rate approximately 27 times higher than unprocessed curcumin (according to the high-absorption curcumin supplier).

Eisai will continue to deliver a wide range of products to meet the diverse needs of consumers and contribute to increasing the benefits that those products provide.

For more information about Selbelle Ukon 27 Plus Granule, please visit our product website.
<http://eisai.jp/health-care/products/curcumin/c/> (in Japanese only)

[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>

Product Name: Selbelle® Ukon 27 Plus Granule (turmeric processed food)

1. Ingredients per sachet (1.2 g):

Curcumin	30 mg
Ornithine	135 mg
Alanine	100 mg
L-cystine	100 mg

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

981 yen for 1 box containing 6 sachets, 1,781 yen for 1 box containing 12 sachets

3. Marketed By:

Eisai Co., Ltd.

<Product Photograph>

