

No.13-66

November 20, 2013
Eisai Co., Ltd.

***A NEW STRATEGY FOR 24-HOUR PROTECTION FROM VIRUSES IN THE HOME!
EISAI ANNOUNCES LAUNCH OF NEW “CRYSTAL VEIL FUITE BOKIN 24”
WET WIPES CONTAINING LONG-ACTING ANTIMICROBIAL AGENT ETAK®
HELPS PREVENT VIRUSES AND BACTERIA FROM ADHERING TO HOUSEHOLD SURFACES***

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, “Eisai”) announced today that it will launch Crystal Veil Fuite Bokin 24 (classified in Japan as Miscellaneous Goods), a new wet wipes product that contains the long-acting antimicrobial agent Etak®, in Japan on Monday, November 25.

Crystal Veil Fuite Bokin 24 wet wipes are designed for domestic use on personal items and household surfaces suspected of harboring viruses or bacteria. By simply wiping down a suspected area, Crystal Veil Fuite Bokin 24 offers round-the-clock protection from harmful microbes that adhere to surfaces in the home and other day-to-day locations.

Etak, the main ingredient used in the product, was developed by Professor Hiroki Nikawa of the Department of Oral Health Engineering at Hiroshima University’s Graduate School of Biomedical and Health Sciences. It contains both antimicrobial and adhesive substances and works by chemically binding the antimicrobial substance to the wiped area using its adhesive properties, thereby ensuring 24-hour protection from viruses and bacteria that adhere to surfaces when left unchecked. In fiscal 2013, Professor Nikawa was awarded the Commendation for Science and Technology by Japan’s Minister of Education, Culture, Sports, Science and Technology for his successful development of Etak.

In the home, there are many surfaces where viruses and bacteria can adhere and accumulate, including door handles, desks and tables, and children’s toys. A quick wipe down of such surfaces with Crystal Veil Fuite Bokin 24 helps to provide peace of mind by defending against harmful microbes for prolonged periods. The product is therefore recommended as a new strategy against viruses and bacteria in the home. Additionally, for similar Etak 24-hour protection in Japan, Eisai also markets Crystal Veil® Mask Bokin 24, a spray that helps to prevent viruses and bacteria from adhering to face masks.

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.

*This product is not effective against all types of viruses and bacteria.

*Etak® is a registered trademark of CampusMedico, Inc.

For more information on Crystal Veil Fuite Bokin 24, please visit our product website at:
<http://eisai.jp/health-care/products/crv/c/product.html> (in Japanese only).

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

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<Notes to editors>

<Product Outline>

1. **Product Name:**

Crystal Veil Fuite Bokin 24 (Miscellaneous Goods)

2. **Ingredients:**

Ethanol, long-acting antimicrobial agent Etak[®] (compound containing ethoxysilane), other

3. **Directions for Use:**

Tear open at point marked "Open" and remove one wipe at a time. Use to wipe personal items and household surfaces, etc., where viruses or bacteria are suspected to adhere and accumulate.

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

499 yen for 1 pack containing 30 wet wipes

5. **Manufactured By:**

JEX Co., Ltd.

6. **Marketed By:**

Eisai Co., Ltd.

<Product Photograph>

