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"FOR MOTION SICKNESS AND DISCOMFORT" EISAI TO LAUNCH "TRAVELMIN[®] SUPPORT" AS SERIES' FIRST QUASI-DRUG -MOTION SICKNESS SOLUTION NOW AVAILABLE IN CONVENIENCE STORES-

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") announced today that it will launch the mouth freshener Travelmin[®] Support as the first quasi-drug of the Travelmin series which can be purchased even at convenience stores and others in Japan on Monday, April 8.

Travelmin Support is a quasi-drug that contains plant derived daylily extract as its main ingredient to help with motion sickness and discomfort. As a drop-type product, it is easy for children to take, and it has a refreshing cider flavor. Each drop is individually wrapped for convenience, is easy to carry around, and can be taken by both adults and children five of age and older.

After hearing the voices of many consumers who had difficulties because they forgot to purchase motion sickness medicine and were unable to obtain any during their travels, Eisai decided to launch Travelmin Support as a quasi-drug that can be purchased even at convenience stores and others.

The Travelmin series is widely familiar in Japan as a national brand of motion sickness medicines. In addition to Travelmin[®], which was introduced in 1952, Eisai has launched the drop-type product Travelmin[®] Churop (class 2 pharmaceutical product) which can be taken even after becoming sick, Travelmin[®] R (class 2 pharmaceutical product) which contains ingredients that comparatively cause less sleepiness, and others. With the introduction of Travelmin Support to the Travelmin lineup, Eisai will continue to contribute to people concerned about motion sickness and discomfort when traveling, as well as help consumers enjoy their travels.

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



Eisai Co., Ltd.

[Notes to editors]

[Product Outline]

1. Product Name:

Travelmin® Support (quasi-drug, mouth freshener) (Distribution name: Deofrenz)

2. Ingredients:

Active ingredients: Daylily extract Inactive ingredients: Flavoring, beta flavoring, beta cyclodextrin, sodium copper chlorophyllin, processed white sugar, macrogol 6000, glucose syrup, menthol, eucalyptus oil

3. Indications:

Motion sickness, nausea, discomfort, hangover, halitosis, blocked feeling in chest

4. Dosage and Administration:

Adults (15 years and older): 1 to 2 drops per dose Children between 5 and 14 years old: 1 drops per dose Children 4 years and below should not take this product. Do not exceed more than six doses in one day. Please dissolve the drop slowly and do not bite in your mouth.

5. Suggested Retail Price (excluding tax):

450 yen for 6 drops

6. Manufactured by:

Takaichi Pharmaceutical Co., Ltd.

7. Marketed by:

Eisai Co., Ltd.

[Product Photograph]



