

No.19-24

April 8, 2019
Eisai Co., Ltd.

START YOUR DAY WITH A SPARKLING POP!
EISAI TO LAUNCH CHOCOLA BB® SPARKLING KIWI & LEMON FLAVOR
-CONTAINING 75 LEMONS WORTH OF VITAMIN C AND 50% LESS CALORIES!-

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") announced today that it will launch its new carbonated beverage Chocola BB® Sparkling Kiwi & Lemon Flavor, classified as a Food with Nutrient Function Claims, in Japan on Tuesday, April 9.

Chocola BB Sparkling Kiwi & Lemon Flavor is a new carbonated beverage classified by the Japanese Consumer Affairs Agency as a Food with Nutrient Function Claims (Niacin), and is the newest product flavor of the Chocola BB Sparkling series which has been well received mainly by working women since the series' initial launch in 2011. The drink contains five ingredients that help bring out women's beauty from within, including 1500 mg of vitamin C which is equivalent to 75 lemons, in addition to vitamin B₁, B₆, iron, as well as niacin to help maintain the health of skin and mucosal membranes. Compared to the original Chocola BB Sparkling Grapefruit & Peach Flavor, calories have been reduced by 50% (24kcal).

By adding the new Chocola BB Sparkling Kiwi & Lemon Flavor with its fresh taste to the Chocola BB Sparkling lineup, consumers will be able to enjoy a choice between two flavors to match their personal needs for refreshment.

Eisai continues to provide the Chocola BB family of products to respond to the diverse needs of women and support a greater number of people to achieve health and beauty in their everyday lives.

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[Notes to editors]

[Product Outline]

1. Product Name:

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

2. Nutrients (per 140 ml bottle):

Energy	24 kcal
Protein	0 g
Fat	0 g
Carbohydrates	6 g
Sodium equivalent	0.03 g
Vitamin C	1,500 mg
Niacin	20 mg
Vitamin B ₁	0.3 mg
Vitamin B ₆	5.0 mg
Iron	0.8 mg

3. Manufacturer's Suggested Retail Price (excluding tax):

134 yen per bottle

4. Marketed by:

Eisai Co., Ltd.

[Product Photograph]

