

**ALWAYS CLOSE TO YOU. QUICKLY ABSORBING AND NON STICKY
EISAI TO REFRESH AND LAUNCH SAHNE® CREAM AFTER 20 YEARS
WITH MILD SCENT AND NEW PACKAGE**

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") announced today that it refresh its SAHNE® CREAM (quasi-drug) which has been widely used as medical skin care, for the first time in 20 years, and launch at pharmacies and drug stores in Japan on today August 1, 2019.

SAHNE brand marks its 65th anniversary this year. Since the initial launch, SAHNE CREAM has been close to the lifestyle of women who have changed with the times. Eisai is aiming for a brand used by generations around 30's, and will respond to the today's woman needs of easy and simple care at anytime and anywhere such as at home, office, and outside by this refresh of SAHNE CREAM.

The brand name SAHNE is originated from the German word for "cream", and is named under the image of fluffy and smooth of whipped cream. SAHNE CREAM, which has been particular about skin absorbing cream, is quickly absorbing and not sticky, and can be quickly applied on hands, fingers, and whole body care such as neck, decollete, elbows, knees, and heels during housework, childcare, and work as daily care of bare skin.

Compared to the existing products, new SAHNE CREAM has refreshed with mild scent, and the design has changed based on English logo SAHNE and red, which it blends in with the everyday life of mature women while maintaining the moisture and smooth comfortability.

Eisai is striving to deliver a rich daily life to a wider range of customers through SAHNE CREAM, and to contribute for further improvement of benefits with products and services that meet diverse needs with staying close to customers' lives.

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

[Notes to editors]

[Product Outline]

1. **Product Name:** SAHNE®CREME (quasi-drug)
(Distribution name: SAHNE CREAME E)

2. **Active ingredients:**

D-α-Tocopherol Acetate (Natural Vitamin E), Dipotassium glycyrrhizate

3. **Indications:**

Prevents skin roughness, inflammation and dry skin, protects skin, prevents hot flashes after sunburn or frostbite, chilblains, cracked skin, chapping, and acne, prevents shaving rashes, moisturizes skin, conditions skin, and keeps skin healthy.

4. **Features:**

Rough and dry skins become moisture and smooth with the effect of active ingredients of natural vitamin E and dipotassium glycyrrhizate.

Natural vitamin E promotes the blood circulation on skin surface, conditions skin turnovers, and dipotassium glycyrrhizate suppresses rough skin.

As a moisturizing ingredient (additive: emulsifier), lecithin (derived from soy) is formulated to securely last hydration and keep moisture.

Prescription with consideration for skin irritation. Quickly absorbing and non-sticky texture can be used for daily care of hands, fingers, and whole body.

5. **Usage:**

Apply to easy to dry parts such as hands, elbows, knees, face, and neck after kitchen work, face washing, bathing, or shaving and before bed.

6. **Manufacturer's Suggested Retail Price (excluding tax):** 48g (tube type) 680yen, 100g (jar type) 1,100yen

7. **Manufactured by:** Sannova Co., Ltd.

8. **Marketed by:** Eisai Co., Ltd.

[Product Image]

