

Relieving discomfort caused by dry skin with the moisturizing effect of pharmaceutical care products
EISAI TO LAUNCH SAHNE® MEDICAL SPRAY AND SAHNE® MEDICAL CREAM
Sahne Medical Spray is the first OTC drug spray-type lotion containing Heparinoid

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today that it has launched Sahne® Medical Spray and Sahne® Medical Cream (both are category-2 OTC drugs, “Sahne Medical”) on August 25, 2020 at pharmacies and drugstores throughout Japan, as a new product of the Sahne brand lineup which has been a favored hand care for generations.



Eisai conducted a survey of 1,000 women in their 40s to 50s in April 2020. As a result, it was found that approximately 70% of the subjects felt that the dryness of their skin and/or the dry skin expanse had increased compared to its condition five years ago. Additionally, a number of comments regarding the discomfort of dryness from people with dry skin were received as follows: “The dryness has spread to my thighs, shins, sides, and back.”, “I’m distracted just by my underwear rubbing against my skin.”, and “My dry skin flakes stick inside my clothes whenever I get undressed, which makes me uncomfortable.” It is considered that the skin condition of women after their late 30s requires more reliable moisturizing effects of pharmaceuticals, since the amounts of sebum, natural moisturizing factors, and intercellular lipids in the stratum corneum necessary for water retention of the skin decrease.

“Sahne Medical” is a category-2 OTC drug containing the active ingredient “Heparinoid”, which exerts a high moisturizing effect against dry skin (xeroderma) that worsens with age. Heparinoid penetrates into the stratum corneum, increases natural moisturizing factors, and restores the structure of intercellular lipids in the stratum corneum to moisturize dry skin.

There are two types of product lines, spray and cream, which can be selected depending on the part of the body where the product is applied and/or the principles of TPO (time, place and occasion). “Sahne Medical Spray” is the first OTC drug spray-type lotion containing Heparinoid. This product is handy for the consumer to use on the back, side and back of thigh, where it is difficult to apply the medicine by themselves, as it features a container that can be sprayed upside down and a fine mist-like lotion. In addition, the tube-type “Sahne Medical Cream” is recommended for relieving unbearable discomfort of dryness upon going out, as it is convenient to carry.

The Sahne brand has continued to be a gentle companion to the daily lives of many people for 66 years since its launch. With the new launch of Sahne Medical, a pharmaceutical product, Eisai is now able to provide a remedy for skin problems that it had not been able to contribute to before. Eisai will further respond to the wishes of consumers who want to be relieved of the discomfort of dry skin, with the moisturizing effect of pharmaceutical care products and the gentle nature of Sahne products.

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[Notes to editors]

[Product Outline]

Product Name	Sahne Medical Spray (category-2 OTC drug) Sahne Medical Cream (category-2 OTC drug)
Active Ingredients (Both Products)	Amount of Heparinoid contained per 100g of this product 0.3g
Indications (Both Products)	rough hands; xeroderma; keratosis of the elbows, knees, heels and ankles; pediatric dry skin dermatosis; chilblain (excluding sores); fissure on the limbs; lumps and tightness on the skin which formed over scars and burns (excluding the face); bruises, swelling after sprains, muscle pain, and joint pain
Dosage and Administration Precautions for use	<p><Sahne Medical Spray></p> <p>Spray an appropriate amount on the affected area once to several times a day.</p> <p>When applying to face: Spray an appropriate amount onto palm and then apply it to face.</p> <p>(1) Use the product, observing the prescribed dosage and administration.</p> <p>(2) When using it for children: Shall be used by or under the direct supervision of a parent.</p> <p>(3) Be careful not to get fluids in your eyes. In case of eye contact: Flush your eyes immediately with cold or warm water. If the symptoms are severe, please consult an ophthalmologist.</p> <p>(4) This drug is for external use only. Do not take it by mouth.</p> <p>(5) Avoid inhalation when spraying this drug on the neck or scalp.</p> <p><Sahne Medical Cream></p> <p>Rub an appropriate amount onto the affected area once to several times a day. Alternatively spread an appropriate amount on gauze and apply it on the affected area.</p> <p>(1) Use the product, observing the prescribed dosage and administration.</p> <p>(2) When using it for children: Shall be used by or under the direct supervision of a parent.</p> <p>(3) Be careful not to get fluids in your eyes. In case of eye contact: Flush your eyes immediately with cold or warm water. If the symptoms are severe, please consult an ophthalmologist.</p> <p>(4) This drug is for external use only. Do not take it by mouth.</p>
Recommended Retail Price (excluding tax)	<Sahne Medical Spray> 100g 1,800 yen <Sahne Medical Cream> 25g 600 yen
Manufactured by	Nichi-Iko Pharmaceutical Co., Ltd.
Marketed by	Eisai Co., Ltd.