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Eisai is a Human Health Care Corporation striving for innovative solutions in prevention, cure and care for the health and well-being of people worldwide. We combine our talents to understand and meet the needs of patients and their families to enhance the quality of life.

No. 08-08

FOR IMMEDIATE RELEASE

February 28, 2008

**Eisai Launches New CHOCOLA BB Product Lines
CHOCOLA[®] BB Lucent C and CHOCOLA[®] BB Lucent Cream
for Blemishes and Brown Spots on Skin**

Eisai Co., Ltd. (Headquarters: Tokyo, President: Haruo Naito) introduced new product lines, CHOCOLA[®] BB Lucent C (pharmaceutical product, tablets) and CHOCOLA[®] BB Lucent Cream, to its CHOCOLA BB series, Eisai's most popular consumer healthcare brand. The new products will be made available from March 6, 2008.

The CHOCOLA BB series is designed to provide support for women's beauty and wellness through a number of products, such as CHOCOLA BB PLUS[®] for treating acne and other skin troubles. The new CHOCOLA[®] BB Lucent C helps whiten blemishes and brown spots on skin, two of the most common skin problems for women, and the introduction of the product will enable Eisai to respond to more diversified needs related to skin care.

It is widely believed that the oxidation in pigment cells of skin (melanocytes) causes excessive melanin production, which induces blemishes and brown spots on skin. CHOCOLA[®] BB Lucent C, a pharmaceutical product which contains 600mg of vitamin C and 240mg of L-Cysteine in an adult daily dosage (6 tablets per day) promotes whitening of black-melanine with a redox action. Containing a large quantity of L-Cysteine compared with other L-Cysteine consumer products, the CHOCOLA[®] BB Lucent C treats blemishes and brown spots at subepidermal level. Also, natural type vitamin E, vitamin B₂ and B₆ have been added to improve blood flow in the epidermis and normalize skin metabolism (turnover), and eventually restore healthy skin.

In addition to the CHOCOLA[®] BB Lucent C, Eisai has also introduced a quasi-drug product CHOCOLA[®] BB Lucent C Cream that prevents blemishes and brown spots by suppressing the production of melanin with vitamin C. CHOCOLA[®] BB Lucent C Cream also contains collagen that moisturizes dry skin.

With these new products, Eisai now offers two different CHOCOLA BB product lines, CHOCOLA BB PLUS[®] in a red package for acne and skin troubles ("Red CHOCOLA") and CHOCOLA[®] BB Lucent C in a blue package for blemishes and brown spots ("Blue CHOCOLA"), and as a result, the company aims to increase benefits to wider consumers in society.

[The products outline and images are attached below for reference.]

< CHOCOLA[®] BB Lucent C Product Outline >

Ingredients

- Active Ingredients (daily dose for an adult)

Ascorbic Acid (vitamin C).....	600mg
L-Cysteine.....	240mg
Vitamin B ₂ sodium phosphate.....	15mg
Pyridoxine hydrochloride (vitamin B ₆).....	20mg
Acidum succinicum d- α - tocopherol (natural type vitamin E)	100mg
Nicotinamide.....	25mg

- Inactive ingredients

Talc, Hydroxypropylcellulose, Titanium Oxide, Magnesium Stearate,
Microcrystalline Cellulose, Hypromellose, Macrogol

Indications

- Alleviation of the following conditions: blemishes and brown spots on skin, pigmentation caused by sunburn or rash
- Vitamin C supplementation in the following conditions: physical fatigue, pregnancy and nursing, recuperation during and after sickness, aging
- Prevention of bleeding from the gums and nose

Dosage and administration

For an adult (15 years old and above), take 2 tablets, three times a day, before or after meals.

For a child between 7 years old and 14 years old, take 1 tablet, three times a day, before or after meals. Tablets should be taken with cold or hot water.

Recommended retail price (tax included):

60 tablet bottle: 1,780 yen 120 tablet bottle: 2,980 yen

Manufactured by:

Nitto Pharmaceutical Industries, Ltd.

Marketed by:

Eisai Co., Ltd.

< CHOCOLA[®] BB Lucent C Cream Product Outline >

Ingredients

- Active Ingredients

Ascorbic Acid 2-Glucoside (vitamin C)
d- α -tocopherol acetate (natural type vitamin E)

- Inactive ingredients

Cetostearyl alcohol, Paraoxy benzoic acid, Hydrolysis collagen, Xanthan Gum, Sodium Citrate,

Glycerin, Light liquid paraffin, Silicon resin, Hydrogenated soybean phospholipid,

d- δ -tocopherol, 1,3-butylene glycol, 2-octyldodecyl myristate,

Dibasic sodium phosphate anhydrous, Glyceryl monostearate, propylene glycol monostearate

Indications

Prevents blemishes and brown spots on skin by suppressing the production of melanin.

Effective against rough skin. Gives moistures to skin . Normalizes skin condition. Prevents dry

skin. Maintains healthy skin. Firms the skin. Protect the skin from external damages. Prevents heat rash, chiblain, cracking, and chapping. Soothes redness from sun and snow tans.

Directions for use

Apply some CHOCOLA® BB Lucent C Cream to dried skin or any parts of body (including neck and face) to inhibit melanin production.

Recommended retail price (tax included):

55g: 3,200 yen

Manufactured by:

Sannova Co., Ltd.

Marketed by:

Eisai Co., Ltd.

< **Product Images** >



CHOCOLA® BB Lucent C



CHOCOLA® BB Lucent C Cream



(Left) CHOCOLA BB PLUS® (“Red CHOCOLA”)
(Right) CHOCOLA® BB Lucent C (“Blue CHOCOLA”)

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