



**Eisai Co., Ltd.**

4-6-10 Koishikawa, Bunkyo-ku, Tokyo 112-8088, Japan

Phone: 03-3817-5120

Fax: 03-3811-3077

*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.*

---

**FOR IMMEDIATE RELEASE**

No.08-25

April 24, 2008

Eisai Co., Ltd.

**Eisai Introduces “Chocola BB<sup>®</sup> Royal 2” Vitamin B<sub>2</sub> Drink for Extreme Fatigue**  
*A New Drink with Amino Acids and Reduced Calories*

Eisai Co., Ltd. (Headquarters: Tokyo; President & CEO: Haruo Naito) announced today that it will release “Chocola BB<sup>®</sup> Royal 2,” a new 50 mL vitamin B<sub>2</sub> drink, on Monday, May 12.

“Chocola BB<sup>®</sup> Royal 2” is the latest product in Eisai’s Chocola<sup>®</sup> BB drink series, the company’s core nutritional drink brand, which contains a vitamin B complex to support the “TCA cycle” (an energy production system in the human body). “Chocola BB<sup>®</sup> Royal 2,” an improved formula of “Chocola BB<sup>®</sup> Royal,” which was originally introduced in 2001, was developed with a focus on reducing extreme fatigue for women.

The new formula of “Chocola BB<sup>®</sup> Royal 2” contains vitamin B<sub>2</sub>, which facilitates the action of the “TCA cycle,” while adding amino acids (L-arginine hydrochloride and L-lysine hydrochloride) to promote fat metabolism, which reduces symptoms of fatigue. In addition, the calories of the new drink have been cut down to 7.3 kcal per bottle with the same nutritional function and flavor maintained.

Since the launch of “Chocola BB<sup>®</sup> Fresh” in 2000, Eisai has steadily expanded the Chocola<sup>®</sup> BB drink series with “Chocola BB<sup>®</sup> Royal,” “Chocola<sup>®</sup> FE Care,” and “Chocola BB<sup>®</sup> Light 2.” Among these, “Chocola BB<sup>®</sup> Royal,” which includes royal jelly, taurine, and eucommia extract as well as a vitamin B complex, is designed as the product best suited for fatigue. “Chocola BB<sup>®</sup> Royal 2” even further enhances this profile.

In addition to the above quasi-drug products, Eisai introduced “Chocola BB<sup>®</sup> Drink II” in 2004 as an over-the-counter drug effective against skin roughness and acne.

Through enhancement of Chocola<sup>®</sup> BB drink series, Eisai continues to deliver on its commitment to supplying high quality products that address consumer needs and developing market for nutritional drink for women.

**[Please see the following note for the product information and image]**

Contact:  
Corporate Communications Department  
Eisai Co., Ltd.  
81-3-3817-5120

## <Note to Editor>

### Product Information

**Product Name:** “Chocola BB<sup>®</sup> Royal 2” (quasi-drug)

#### Active Ingredients:

15 mg vitamin B<sub>2</sub> sodium phosphate  
10 mg vitamin B<sub>6</sub>  
10 mg vitamin B<sub>1</sub> nitrate  
300 mg royal jelly tincture (equivalent to 300 mg royal jelly)  
1000 mg taurine  
50 mg aminoacetic acid  
100 mg L-arginine hydrochloride  
100 mg L-lysine hydrochloride  
0.06 mL eucommia ulmoides extract (equivalent to 60 mg eucommia leaf)  
40 mg nicotinamide  
50 mg caffeine monohydrate  
(Less than 0.49 mL alcohol)

**Inactive Ingredients:** Sodium benzoate; ethylvanillin; fructose; citric acid; sodium citrate; glycerin; vanillin; ethylparaben; propylene glycol; flavoring; acesulfame K; DL-alanine; erythritol; sucralose; propyl gallate; DL-malic acid

#### Indication:

- Nutritional supplement for physical fatigue, during and after illness, loss of appetite, malnutrition, diseases with fever and exhaustion, and during pregnancy and lactation.
- Physical revitalization
- Bolsters weak constitution

**Dosage and administration:** Adults (15 years and older): 1 bottle (50 mL) daily.

**Suggested Retail Price (including tax):** 300 yen per bottle

**Manufacturer:** Daiichi Yakuhin Kogyo Co., Ltd.

**Distribution/Sales:** Eisai Co., Ltd.

## <Product Image>



###