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.

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Eisai Co., Ltd.

Eisai Introduces "Chocola BB® Drink bit", New Pharmaceutical Drink for Acne and Skin Care

Eisai Co., Ltd. (Headquarters: Tokyo; President & CEO: Haruo Naito) announced today that it will launch a new over-the-counter product "Chocola BB® Drink bit," a 50 mL vitamin B_2-based pharmaceutical drink, on Wednesday, October 15.

"Chocola BB® Drink bit" is an over-the-counter pharmaceutical product for acne and skin care available in drink form. It alleviates skin problems with its formula consists of vitamin B_2, which promotes turnover of the skin, vitamin B_6, B_1, and nicotinamide, as well as coicis semen extract which is also effective for skin care. It is easy to drink with its light and fruity taste, and with no caffeine added, can also be taken at bedtime. The calories, one of the concerns of the consumers of pharmaceutical drinks, have been cut down to 1.2 kcal per bottle. The package design was made with base color of pink using heart and star motifs to attract female customers.

So far, Eisai has launched various vitamin drink products including "Chocola BB® Royal 2," and "Chocola BB® Light 2" for extreme fatigue and nutritional supplementation. In addition, "Chocola BB® Drink Ⅱ," a pharmaceutical drink that contains glucuronolactone and biotin, has been introduced as an over-the-counter product that relives skin problems and stomatitis. The "Chocola BB® Drink bit" further enhances the product lineup of Eisai's over-the-counter pharmaceutical drinks, offering a wider choice for the wellness of its customers in lower price range.

Through enhancement of Chocola® BB drink series, Eisai will continue to expedite the development of products that can address consumer needs and to develop the market of nutritional supplement drinks for women.

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

Contact:
Public Relations Department
Eisai Co., Ltd.
81-3-3817-5120

<Note to Editor>

Product Information

Product Name: "Chocola BB® Drink bit" (pharmaceutical product)

Active Ingredients: *per bottle (50 mL)

20 mg	vitamin B_2 sodium phosphate
25 mg	vitamin B_6
5 mg	vitamin B_1 nitrate
30 mg	nicotinamide
100 mg	coicis semen extract (equivalent to 1300 mg of coicis semen)

Inactive Ingredients: Sodium benzoate; ethanol (less than 0.1 mL); citric acid; sodium citrate; vanillin; ethyl parahydroxybenzoate; propylene glycol; flavoring; acesulfame K; erythritol; sucralose; propyl gallate; DL-malic acid

Indication:

- Alleviation of the following symptoms: skin roughness, acne, stomatitis, angular cheilitis, rash, eczema, dermatitis, glossitis, acne rosacea, ocular hyperemia, itchy eye (Should these symptoms not improve after about one month of use, consult a doctor or a pharmacist.)
- Vitamin B_2 supplement for physical fatigue, during pregnancy and lactation, declining physical strength during and after illness.

Dosage and administration: For an adult (15 years and older), Chocola BB® Drink bit should be taken 1 bottle (50 mL) daily.

Suggested Retail Price (including tax): 200 yen per bottle

Manufacturer: Daiichi Yakuhin Kogyo Co., Ltd.

Distribution/Sales: Eisai Co., Ltd.

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