



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.10-02

January 12, 2010

Eisai Co., Ltd.

Eisai Introduces New Chocola BB Series Pharmaceutical Product “Chocola BB[®] Royal T”

Vitamin B₂, Royal Jelly and Taurine Containing Tablets Alleviate Symptoms of Daily Fatigue

Eisai Co., Ltd. (Headquarters: Tokyo, President and CEO: Haruo Naito) today announced that the Company will launch “Chocola BB[®] Royal T”, new pharmaceutical tablets of the Chocola BB series, the Company’s leading consumer healthcare brand. The new product will be available from February 8.

According to the survey conducted by Eisai in 2009, many women in their thirties and forties today suffer from chronic fatigue. The survey also found that women who are busy with work or housework are frequently concerned not only about lack of physical exhaustion but also nutritional imbalance and their irregular dietary habits. Working everyday in a busy and stressful environment can become burden to the body unconsciously. Under such condition, nutrients from diet cannot be converted into energy smoothly, causing various symptoms such as fatigue and tiredness.

“Chocola BB[®] Royal T”, the latest product of the Chocola BB series, is characterized by its unique “Royal T formula” that effectively combines ingredients to facilitate the smooth energy production such as activated vitamin B₂, which concerns the metabolism of fat and converts it into energy, royal jelly rich in amino acids and minerals, and taurine, which enhances the metabolism of fatigue-inducing substances. Targeting energy deficiency in the body, one of the major causes of fatigue, it promotes energy production, while it offers a well-balanced nutrition support. This new product is recommended for people who frequently feel tired all day long or who are concerned about their irregular dietary habits as it helps maintain necessary energy levels for daily activities and is effective in nutritional support or physical revitalization.

The Chocola BB series is Eisai’s leading consumer healthcare brand which supports beauty and wellness. It includes a number of products such as Chocola BB Plus[®] (the red Chocola), a skin care treatment for acne and other skin trouble, and Chocola[®] BB Lucent C (the blue Chocola) for reducing skin blemishes and freckles.

Through the addition of “Chocola BB[®] Royal T” to its product portfolio, Eisai will offer a new option for people suffering from fatigue, thereby making continuous contributions to increasing the benefits to consumers through the entire Chocola BB series of products.

[Please refer to the following notes for a product outline and image]

Contact:

PR Department

Eisai Co., Ltd.

81-3-3817-5120

<Notes to Editor>

Product Information

- Product Name:
 - Chocla BB[®] Royal T (class 3 pharmaceutical product)
- Ingredients:
 - Active Ingredients (per 4 tablet adult daily dose):

Riboflavin Sodium Phosphate (Vitamin B ₂ sodium phosphate)	15 mg
Pyridoxine Hydrochloric (Vitamin B ₆)	15 mg
Thiamine Nitrate (Vitamin B ₁ nitrate)	10 mg
Tincture of Royal Jelly (equivalent to 100mg fresh royal jelly)	100mg
Taurine	1000mg
Nicotinamide	20mg
Anhydrous Caffeine	50mg
 - Inactive Ingredients:

Talc, corn starch, partly pregelatinised starch, titanium oxide, red ferric oxide, magnesium stearate, cellulose, hypromellose, povidone, macrogol, anhydrous dibasic calcium phosphate
- Indications:
 - Nutritional support: (for physical fatigue, during and after illness, loss of appetite, malnutrition, febrile and wasting illnesses, and during pregnancy and lactation)
 - Physical revitalisation
 - Enhancement of weak constitution
- Dosage and Administration
 - Adults (15 years and older): A daily dose of four tablets should be taken in two equally divided doses. Chocla BB[®] Royal T should be given orally.
- MSRP (tax inclusive):
 - 56 tablet bottle: 1,381 yen
 - 112 tablet bottle: 2,480 yen
 - 168 tablet bottle: 3,381 yen
- Manufactured and Marketed by:
 - Eisai Co., Ltd.

(Product image is attached to the next page)

Product Image

