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Eisai Co., Ltd.

## **EISAI COMMENCES ONLINE SALES OF FOOD WITH NUTRIENT FUNCTION CLAIMS IN JAPAN**

*Launches JUVELA ZEITAKU POLYPHENOL to Support the Health of the Over Fifty Population*

Eisai Co., Ltd. (Headquarters: Eisai, President & CEO: Haruo Naito) today commenced online sales of consumer health care products (Food with Nutrient Function Claims) in Japan with the launch of its debut product JUVELA ZEITAKU POLYPHENOL <Food with Nutrient Function Claims (Vitamin E)>, a dietary supplement to support the health of the over fifty population.

JUVELA ZEITAKU POLYPHENOL contains an ideal balance of polyphenols extracted from six different sources - black soy beans, grapes, blueberries, cacao, green tea and tomatoes - with natural Vitamin E <sup>1</sup> added as an antioxidant <sup>2</sup> to help maintain cell health. Polyphenols are a group of chemical substances found widely in the skin and seeds of fruits and various plants. It is reported that the extracted amount of polyphenols and their potential health benefit differs depending on the source, and because of this, it is said to be difficult for people to sustain an adequate intake through daily diet alone. Intended to supplement the everyday diet, JUVELA ZEITAKU POLYPHENOL provides a balanced source of polyphenols and supports overall health.

Upon the launch of JUVELA ZEITAKU POLYPHENOL, Eisai has established a customer service call center and a product website to handle orders and inquiries from its customers <sup>3</sup>. By delivering products directly to the general public through online sales, the company will have the opportunity to interact directly with consumers and their families, and make further contributions to addressing their diversified health care needs and increasing their benefits.

1 Vitamin E is an antioxidant nutrient that helps to protect fat in the body from being oxidized and maintain cell health.

2 JUVELA ZEITAKU POLYPHENOL contains natural Vitamin E that has been extracted from plants.

3 Service is only available to customers residing in Japan.

**[Please refer to the following notes for product outline/photograph]**

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**[Notes to editors]**

**1. JUVELA ZEITAKU POLYPHENOL Product Outline**

**Product Name:**

JUVELA ZEITAKU POLYPHENOL < Food with Nutrient Function Claim (Vitamin E) >

**Nutrient Amounts:** (per 3 capsules)

Vitamin E	100 mg
Black Soybean Hull Extract	30 mg
Bilberry Fruit Extract	15 mg
Grape Seed Extract	15 mg
Green Tea Extract	15 mg
Cacao Extract	15 mg
Tomato Pigment	15 mg

(Other Ingredients)

Gelatin, olive oil, glycerin, glycerin fatty acid ester, phytic acid, plant lecithin (soybean-derived)

**Nutrition Facts:** (per 3 capsules)

Energy	6.35 kcal
Protein	0.32 g
Fat	0.50 g
Carbohydrates	0.15 g
Sodium	0.17-0.18 g
Vitamin E	100 mg

**Directions:** Take three capsules daily with water. Swallow whole without chewing.

**Distributor:** Eisai Co., Ltd.

**Manufacturer:** Nippo Co., Ltd.

**Sales Method:** Online Sales Only (Available only to customers residing in Japan)

**Regular Price:** 90 Capsule Bottle 4,300 yen (tax inclusive)  
90 Capsule Aluminum Pouch 4,100 yen (tax inclusive)

**Best-Before Date:** Two years from date of manufacture

## 2. JUVELA ZEITAKU POLYPHENOL Product Photograph

