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Eisai Co., Ltd.

EISAI ANNOUNCES LAUNCH OF CHOCOLA BB® FRESH II, A NUTRITIONAL VITAMIN DRINK TO RELIEVE FATIGUE

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that it will launch Chocola BB® Fresh II (designated quasi-drug, 50mL), a nutritional vitamin B complex drink, in Japan on Monday, July 9.

Chocola BB Fresh II is a Chocola BB Drink Series product that contains the right balance of B-complex vitamins, amino acids and other ingredients necessary for people suffering from physical fatigue. The drink is a new and improved version of Chocola BB Fresh with enhanced fatigue-fighting effects. Although Chocola BB Fresh II includes the same amounts of B-complex vitamins, which are important in relieving tiredness, as the original product, it also contains higher amounts of taurine and glycine as well as two additional new ingredients – L-arginine hydrochloride and L-lysine hydrochloride. Furthermore, the number of calories, which females pay close attention to, has been reduced to just 8.8 kcal per bottle, and the packaging, which now features a newly designed pink label and bottle cap, was revamped in order to appeal more to the female population.

Eisai hopes that consumers will turn to Chocola BB Fresh II whenever they feel tired during the course of their busy professional and private lives. Other vitamin drinks designated as quasi-drugs and marketed by the company include Chocola BB Royal 2 and Chocola BB Light 2.

Eisai will continue to pursue the development of new Chocola BB Drink Series products that address the diversified needs of consumers as it seeks to create a market for female-oriented drink products.

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

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[Notes to editors]

1. Product Outline

1) Product Name:

Chocola BB® Fresh II (designated quasi-drug)

2) Ingredients:

• Active Ingredients (per 50mL bottle):

Vitamin B ₂ sodium phosphate	15 mg
Vitamin B ₆	10 mg
Vitamin B ₁ nitrate	10 mg
Nicotinamide	20 mg
Taurine	1,000 mg
Glycine	50 mg
L-arginine hydrochloride	100 mg
L-lysine hydrochloride	100 mg
Caffeine hydrate	50 mg

• Inactive Ingredients:

Sodium benzoate, fructose, citric acid, sodium citrate, glycerin, paraben, L-menthol, flavorings, acesulfame-K, DL-alanine, erythritol, purified stevia extract, honey, propyl gallate, DL-malic acid

3) Indications and Usage

- Nutritional support (physical fatigue, during and after illness, loss of appetite, malnutrition, febrile or debilitating illnesses, during pregnancy and lactation, etc.)
- Physical revitalization
- Enhancement of weak constitution

4) Dosage and Administration

Adults (15 years and older) 1 bottle (50 mL) daily

5) Manufacturer's Suggested Retail Price (tax inclusive):

200 yen per bottle

6) Manufactured By:

Daiichi Yakuhin Kogyo Co., Ltd.

7) Marketed By:

Eisai Co., Ltd.

2. Product Photograph

