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Eisai Co., Ltd.

## **EISAI ANNOUNCES FULL-SCALE LAUNCH OF CHOCOLA BB® SPARKLING WHITE GRAPE FLAVOR**

*- Contains Five Ingredients That Help Women Bring Out Their Beauty From Within -*

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced today that it will launch full-scale sales of the vitamin-containing soft drink Chocola BB® Sparkling White Grape Flavor (Food with Nutrient Function Claims) in Japan on Wednesday, August 1.

Chocola BB Sparkling White Grape Flavor is the newest Chocola BB Sparkling flavor to be made available on the market, following on from the original Grapefruit and Peach Flavor, which was launched in May 2011. Classified as a Food with Nutrient Function Claims (Niacin), this carbonated drink contains five ingredients that help women bring out their beauty from within—niacin, a nutrient that helps maintain the health of skin and protective mucous membranes, 1,500 mg of vitamin C (the equivalent of 75 lemons), vitamin B<sub>1</sub>, vitamin B<sub>6</sub> and iron. The new White Grape Flavor is noted for its mellow and refreshing taste compared to the existing Grapefruit and Peach Flavor, and is even recommended for those people who have a slight aversion to sourness. Furthermore, the drink is also low in calories at only 55kcal per bottle, and its colorful, pop art packaging was designed with the female consumer in mind.

Chocola BB Sparkling White Grape Flavor has been sold on a trial basis since March of this year, however, Eisai has decided to launch full-scale sales of the product as it was well-received by both customers and sales outlets alike.

Eisai will continue to provide the Chocola BB Series of products in order to address the diversified needs of female consumers as it seeks to support an ever-greater number of people in achieving optimal health and beauty in their everyday lives.

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

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[Notes to editors]

[Product Outline]

1. Product Name:

Chocola BB<sup>®</sup> Sparkling White Grape Flavor  
(Food with Nutrient Function Claims [Niacin], soft drink)

1) Nutrients (Per 140ml bottle):

	White Grape Flavor	<For reference> Grapefruit & Peach Flavor
Energy	55kcal	56kcal
Protein	0g	0g
Fat	0g	0g
Carbohydrates	14g	14g
Sodium	11mg	8mg
Vitamin C	1,500mg	1,500mg
Niacin	20mg	20mg
Vitamin B <sub>1</sub>	0.3mg	0.3mg
Vitamin B <sub>6</sub>	5mg	5mg
Iron	0.8mg	0.8mg

2) Manufacturer's Suggested Retail Price:

141 yen per bottle

3) Marketed By:

Eisai Co., Ltd.

[Product Photograph]



[Chocola BB<sup>®</sup> Sparkling White Grape Flavor]

<For reference>



[Chocola BB<sup>®</sup> Sparkling Grapefruit & Peach Flavor]