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Eisai Co., Ltd.

EISAI ANNOUNCES LAUNCH OF CHOCOLA BB® Fe CHARGE, A DELICIOUS, EASY-TO-DRINK IRON SUPPLEMENT

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, "Eisai") announced that it will launch the new iron supplement drink, Chocola BB® Fe Charge (Food with Nutritional Function Claims [Iron] 50mL), in Japan today, August 20.

Chocola BB Fe Charge, classified by Japan's Ministry of Health, Labor and Welfare as a Food with Nutrient Function Claims [Iron], is a new drink that contains nutrients such as calcium, vitamin B complex and L-ornithine, all of which people tend not to get enough of, in addition to 4mg of iron citrate (iron citrate Na [sodium ferrous citrate]), a highly-absorbable form of iron that Eisai has been researching for more than 20 years. Moreover, women will be glad to know that the new drink is low in calories, at only 5kcal per bottle, with its delicious, easy-to-drink prune flavor helping to mask any unpleasant iron aftertaste. The drink's packaging also features an illustration of a prune and was designed with the female consumer in mind.

Research has shown that the iron intake of Japanese women in their twenties and thirties falls approximately 4mg short of the daily requirement (recommended amount)* due to factors such as loss of blood during menstruation and irregular eating patterns including dieting. Chocola BB Fe Charge contains the equivalent of this shortfall in a single bottle and is targeted at those people who tend to suffer from lack of iron.

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.

*According to the Dietary Reference Intakes for Japanese (2010) and results of the 2009 National Health and Nutritional Survey.

[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[®] Fe Charge (Food with Nutrient Function Claims [Iron])
2. Nutrients (per 50mL bottle)

Energy	5kcal
Protein	0.2g
Fat	0g
Carbohydrates	1.6g
Sodium	25mg
Vitamin B ₂	1.2mg
Vitamin B ₆	1.1mg
Niacin	12mg
Iron	4mg
Calcium	35mg
Caffeine (extract)	50mg
Ornithine	117mg
3. Manufacturer's Suggested Retail Price (tax inclusive):
231 yen per bottle
4. Marketed by:
Eisai Co., Ltd.

[Product Photograph]

