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Eisai Co., Ltd.

EISAI ANNOUNCES LAUNCH OF CHOCOLA BB® HYPER, A NUTRITIONAL SUPPLEMENT DRINK FOR THE RELIEF OF EXTREME FATIGUE AND EXHAUSTION

Contains 13 active ingredients effective in combatting fatigue symptoms

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, “Eisai”) announced today that it will launch Chocola BB® Hyper (designated quasi-drug, 50 mL), a new nutritional supplement drink that contains 13 different active ingredients effective in relieving fatigue, in Japan on Monday, October 1.

Chocola BB Hyper contains a total of 13 active ingredients, including B-complex vitamins, amino acids and taurine, all of which help fatigued bodies produce necessary energy, royal jelly, which alone contains a well-balanced blend of more than 40 different nutrients, and ginseng, *ligustrum lucidum* (a traditional Chinese medicinal herb) and guarana for physical revitalization. It has a rich yet refreshing taste making it easy to consume, while calories have been kept down to a low 14.3 kcal. The “champagne gold” packaging has been designed to appeal mainly to female consumers as a luxurious yet accessible consumer healthcare option.

Chocola BB Hyper is intended as a supplement drink for persons suffering from a decrease in energy levels or from extreme fatigue owing to consecutive days of hard work, a lack of sleep, or other such causes. Furthermore, female supplement drink consumers, who tend to select supplement drinks with more active ingredients the more fatigued or exhausted they feel, have also indicated that they often have an aversion to the taste and packaging of similar products. Eisai will provide Chocola BB Hyper as a product that will address such needs as it seeks to enhance customer satisfaction. The product is also affordably priced compared to other drinks that contain a wide variety of active anti-fatigue ingredients.

The Chocola BB supplement drink series is positioned as a product line targeted mainly toward female consumers, and up until now has included three designated quasi-drug products designed to help relieve fatigue—Chocola BB Royal 2, Chocola BB Fresh II, and Chocola BB Light 2.

Eisai will continue to provide the Chocola BB family of products to address the diversified needs of female consumers and support an ever-growing number of consumers in achieving optimal health and beauty in their everyday lives.

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

Media Inquiries:
Public Relations Department,
Eisai Co., Ltd.
+81-(0)3-3817-5120

<Notes to editors>

<Product Outline>

1. Product Name:

Chocola BB[®] Hyper (designated quasi-drug)

2. Ingredients (per 50 mL bottle):

• Active Ingredients

Vitamin B ₂ phosphoric acid ester	15 mg	Liquid guarana extract	0.15 mL
Vitamin B ₆	10 mg	(Guarana equivalent)	150 mg)
Vitamin B ₁ nitrate	10 mg	Dried ginseng extract	41.4 mg
Royal jelly tincture	300 mg	(Ginseng equivalent)	600 mg)
(Royal jelly equivalent	300 mg)	<i>Ligustrum lucidum</i> extract	62.5 mg
Taurine	1,200 mg	(<i>Ligustrum lucidum</i> equivalent)	250 mg)
Glycine	50 mg	Nicotinamide	40 mg
L-arginine chloride	150 mg	Caffeine hydrate	45 mg
L-lysine chloride	100 mg		

• Inactive Ingredients

Sodium benzoate, ethyl vanillin, citric acid, sodium citrate, glycerin, vanillin, paraben, propylene glycol, flavoring, acesulfame potassium, erythritol, sucralose, purified stevia extract, dextrin, honey, propyl gallate, DL-malic acid (less than 0.4 mL alcohol)

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):

399 yen per bottle

6. Manufactured By:

Daiichi Yakuhin Kogyo Co., Ltd.

7. Marketed By:

Eisai Co., Ltd.

<Product Photograph>

