

No.17-17

April 11, 2017
Eisai Co., Ltd.

**SPEEDY CARE TO RELIEVE FATIGUE!
EISAI TO LAUNCH “CHOCOLA BB® GOLD RICH”
HIGHEST COMBINATION OF ACTIVE INGREDIENTS IN CHOCOLA BB SERIES
*EASY TO DRINK BERGAMOT FLAVOR***

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today that, approaching the 65th anniversary of its Chocola BB brand, it will launch Chocola BB® Gold Rich (designated quasi-drug), a supplement drink recommended to relieve fatigue, on Monday, April 17.

Chocola BB Gold Rich is a luxurious combination of 16 active ingredients, the highest number in the Chocola BB series. It contains active ingredients including B-complex vitamins and taurine 1500mg to help a fatigued body produce energy, and six natural herbs carefully selected by female developers to please female consumers, including angelica acutiloba, ginseng, and royal jelly. The bergamot orange flavor, which is also used in Earl Grey tea and other products, is easy to drink, and the gold and pink packaging is elegantly designed to give off a sense of luxury. This boxed supplement drink from the Chocola BB brand has been designed to be approachable for female consumers.

In recent years, along with the increasing social advancement of women, the market catering to female supplement drink consumers is also growing. Additionally, consumers drink different products depending on their level of fatigue. This product is designed to respond to the needs of women who want a high performance drink. Chocola BB Gold Rich is a speedy fatigue reliever perfect for busy women in the office or at home.

The Chocola BB supplement drink series includes Chocola BB® Light 2 for day-to-day fatigue, Chocola BB® Royal 2 for extreme fatigue, and Chocola BB® Hyper for weak constitutions, all of which are marketed as designated quasi-drug products designed to help relieve fatigue.

Through the Chocola BB brand, Eisai will continue to respond to the diverse needs of female consumers and support an ever-growing number of people to achieve health and beauty in their everyday lives.

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

[Notes to editors]

[Product Outline]

1. **Product Name:** Chocola BB® Gold Rich (designated quasi-drug)

2. **Ingredients (per 50 mL bottle):**

· **Active Ingredients**

Vitamin B ₂ phosphoric ester	15mg	Ginseng extract	54mg
Vitamin B ₆	10mg	(Ginseng equivalent)	600mg)
Vitamin B ₁ nitrate	10mg	Angelica acutiloba extract	0.2mL
Royal jelly tincture	300mg	(Angelica acutiloba equivalent)	200mg)
(Royal jelly equivalent	300mg)	Ginger root extract	38.8mg
Taurine	1500mg	(Ginger root equivalent)	400mg)
Glycine	50mg	Longan arillus extract	90.9mg
L-Arginine hydrochloride	150mg	(Longan arillus equivalent)	300mg)
L-Lysine hydrochloride	100mg	Lycii fructus extract	0.2mL
		(Lycii fructus equivalent)	200mg)
		Nicotinic acid amide	40mg
		D-α-Tocopheryl Acetate (natural vitamin E)	10mg
		Anhydrous caffeine	50mg

· **Inactive Ingredients**

Sodium benzoate, citric acid, sodium citrate, glycerin, ethyl p-hydroxybenzoate, polyoxyethylene hardened castor oil, flavoring, acesulfame potassium, sucrose fatty acid ester, sucralose, decaglyceryl stearate, medium-chain triglyceride, dextrin, trehalose, refined sugar, povidone, rice jelly, DL-malic acid (less than 0.49 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 (excluding tax):** 698 yen per bottle (50 mL)

6. **Manufactured By:** Kokando Co., Ltd.

7. **Marketed By:** Eisai Co., Ltd.

[Product Photograph]

