

# News Release

## Santen to Launch *Sante FX V Plus* OTC Eye Drop Strengthen active ingredients, refreshing sensation

Osaka, Japan, March 3, 2009--- Santen Pharmaceutical Co., Ltd. announced its launch of the new *Sante FX V Plus* OTC eye drop on March 10th, 2009. The recent development of *Sante FX V Plus* is a premium version\* of the existing eye drop, (*Sante FX neo*), and it contains effective active ingredients.

*Sante FX V Plus* contains 7 active ingredients including; vitamin·amino acids (vitaminB<sub>6</sub>, taurine, Potassium L-aspartate) which supply nutritional support and aid metabolism. It also contains neostigmine methylsulfate which improves focus adjustment. *Sante FX V Plus* is highly effective for eye fatigue and red-eye relief offering a refreshing and long lasting cooling sensation.

According to Santen's survey, eye drop users who experience a cooling sensation subsequently expect eye drops to refresh and relieve their eye fatigue. In responding their needs, *Sante FX V Plus* achieves these needs of "refreshing sensation and highly effective active ingredients".

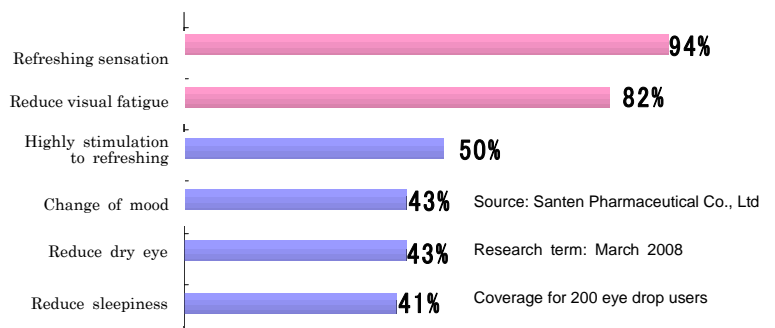
※Strengthened active ingredients as an advanced product of *Sante FX neo*

### ●Product Photo



### ●Survey result

#### Purpose of ocular instillation



## Features of *Sante FX V Plus*

### 1. Contain effective active ingredients that help to relieve eye fatigue

Maximum concentrations\* of 3 vitamin・amino acids (vitaminB<sub>6</sub>, taurine, Potassium L-aspartate) are contained. 6 maximum concentrations of active ingredients (including the 3 vitamin amino acids) are also contained.

\*Contain maximum amount of active ingredients prescribed under the Approval Standards of Nonprescription Medicines (Ophthalmic Medicine).

### 2. Provide continual refreshing and cooling sensation

Improved retention time of the refreshing sensation and provide a cooling sensation that are unique aspects of *Sante FX* series.

\* Significant difference in refreshing and cooling sensations and retention time of the refreshing sensation in the comparative test with *Sante FX neo*

### 3. Noticeable golden packaging

High quality attractive golden packaging for the premium version of *Sante FX neo* aims to create appeal at the store.

## Product outline of *Sante FX V Plus*

Trade name	Sante FX V Plus
Launch date	March 10th (Tuesday), 2009
Packaging Volume	12mL
Active ingredients	VitaminB <sub>6</sub> (pyridoxine hydrochloride) 0.1% Taurine 1.0% Potassium L-aspartate 1.0% Neostigmine methylsulfate 0.005% Tetrahydrozoline hydrochloride 0.05% Chlorpheniramine maleate 0.03% $\epsilon$ -aminocaproic acid 1.0%
Effective for the treatment of:	Eye strain, conjunctival congestion, itchy eyes, prevention of eye diseases (after swimming and when dust or sweat enters the eyes), inflammation of the eye due to ultraviolet light or other optical radiation (snow blindness etc.), blurred vision (severe eye discharge), sore eyelids, irritation caused by hard contact lenses
Directions	2-3 drops/time, 5-6 times/day
Retail price	¥924 (¥880 excluding tax)