

Santen Launches Alesion® 0.05% Ophthalmic Solution for Allergic Conjunctivitis Treatment in Japan

November 25, 2013, Osaka, Japan-- Santen Pharmaceutical Co., Ltd. has announced that it has launched Alesion®0.05% Ophthalmic Solution (generic name: epinastine HCl), a topical anti-allergic agent.

Santen obtained the rights from Nippon Boehringer Ingelheim Co., Ltd. (Tokyo) to develop Alesion®0.05% Ophthalmic Solution in Japan as an effective treatment for allergic conjunctivitis. Japanese clinical trials demonstrated that epinastine HCl, the active ingredient in Alesion®0.05% Ophthalmic Solution, blocks histamine H₁ receptors and inhibits the release of chemical mediators from mast cells, which in turn alleviates ocular itching and hyperemia, the main symptoms of allergic conjunctivitis. No serious ocular or systemic adverse drug reactions were observed in these clinical studies.

The launching of Alesion®0.05% Ophthalmic Solution will support Santen's efforts to improve the quality of life of patients by giving health care professionals a wider range of treatment options.

Santen Pharmaceutical Co., Ltd. has no plans to revise the firm's financial forecasts because of the launch in Japan of Alesion® 0.05% Ophthalmic Solution.

Product Outline

Product Name	Alesion® 0.05% Ophthalmic Solution
Generic Name	Epinastine HCl
Formulation	Aqueous ophthalmic solution
Indication	Allergic conjunctivitis
Directions	1 drop/time, 4 times daily in the morning, afternoon, night and before bedtime
Storage	Store at room temperature
Packaging	5 ml plastic containers x 10
Retail price	385.80 JPY per 1 ml
Insurance Notes	None
Approval (Japan)	September 20, 2013
NHI Listing	November 19, 2013
Release (Japan)	November 25, 2013

Product Characteristics

- Alleviates allergic reactions by blocking histamine H₁ receptors and inhibiting the release of chemical mediators
- Proven to be highly effective in treating ocular itching and hyperemia in the conjunctival allergen challenge model of allergic conjunctivitis using cedar pollen as an allergen
- Safety and efficacy confirmed in long-term studies
- No serious ocular or systemic adverse drug reactions
- Possesses liquid properties comparable to those of natural tears

Product Image



Forward-looking Statements

Information provided in this press release contains so-called “forward looking statements”. The realization of these forecasts is subject to risk and uncertainty from various sources. Therefore, please note that the actual results may differ significantly from the forecasts. Business performance and financial conditions are subject to the effects of changes in regulations made by governments in Japan and other nations concerning medical systems, drug pricing and other systems, as well as fluctuations in market variables such as interest and foreign exchange rates.