

Santen Launches *Sante PC (Pouch Type)*, an OTC Eye Drop in Limited Quantities on December 9, 2013

December 9, 2013, Osaka, Japan -- Santen Pharmaceutical Co., Ltd. announced the launch of *Sante PC (Pouch Type)*, an OTC eye drop. The product will come in eco-friendly packaging and be sold in limited quantities in pharmacies and drugstores throughout Japan starting December 9. Sales of this product will be concluded once the quantity on hand has been sold.

◇Features

Sante PC's formulation is designed for treating damage to the eyes caused by light, such as blue light. *Sante PC* provides care for eye fatigue and damage due to excessive viewing of computer, smartphone, and other screens.

① This is the first time*¹ the outer packaging (pouch type) of an eye drop product acquired the carbon footprint*² mark, which indicates the amount of CO₂ emissions generated throughout the product lifecycle. Emissions were reduced by 69%*¹ in comparison to using conventional paper boxes.

[Main differences with *Sante PC* packaged in paper boxes that leads to a reduction in CO₂ emissions]

- The small plastic carrying case that usually comes with the eye drops can be done away with, as the pouch can be used for the same purpose.
- There is no need for the paper package insert as the same information can be printed directly onto the pouch.
- Terminate the use clear film wrapping used to wrap and seal the paper boxes.

② The highest concentration*³ of vitamin B6 to improve tissue metabolism and repair damage to the eyes caused by staring at blue lights and other lights.

③ The highest concentration*³ of vitamin B12 to improve the focusing function.

④ The highest concentration*³ of chondroitin sulphate sodium to prevent the eyes from drying due to a reduction in blinking as a result of staring at a display monitor and to protect the corneas.

⑤ Active ingredients suppress itching and red eye due to inflammation.

*1: Based on a survey by Santen Pharmaceutical in December 2013

*2: This tool makes visible the total amount of greenhouse gas emissions, calculated in CO₂, for the product lifecycle from raw material procurement to waste disposal/recycling. (Operator: Japan Environmental Management Association For Industry)

*3: The highest concentration permissible in accordance with approval standards for the sale and manufacturing of OTC ophthalmic drugs.

◇ Product image



*Carbon footprint mark on the outer packaging (pouch type). This does not apply to the entire product.

◇ Product summary

Product	<i>Sante PC (Pouch Type)</i>	
Release	December 9, 2013	
Classification	Category 2 OTC Drug	
Contents	12mL	
Ingredients	<p>Vitamin B12.....0.02%</p> <p>Chondroitin sulphate sodium0.5%</p> <p>Vitamin B6 (Pyridoxine hydrochloride).....0.1%</p> <p>Neostigminmethyl sulphate0.002%</p> <p>Taurine.....0.1%</p> <p>Dipotassium glycyrrhizinate.....0.1%</p> <p>Chlorpheniramine maleate0.01%</p> <p>Tetrahydrozoline hydrochloride.....0.03%</p> <p>[Additives]</p> <p>Aminocaproic acid, edetate disodium dehydrate, chlorobutanol, geraniol, dextran, hydroxyethyl cellulose, benzalkonium chloride solution, polysorbate 80, d-camphor, L-menthol, tonicity-adjusting agent, pH adjusting agent</p>	
Indications	<p>Photokeratitis and other types of eye inflammation due to exposure to harmful light sources such as UV rays; eye fatigue; hyperemic conjunctiva; prevention of eye disease after swimming; getting dust in the eyes and other circumstances; blurred vision due to excess mucus and other causes; itchy eyes;</p>	

	blepharitis or inflammation of the eyelid; discomfort when wearing hard contact lenses
Directions	1 to 3 drops per dose, 5 to 6 times per day. *Do not use while wearing soft contact lenses.
Solution	Clear, red liquid (original color of vitamin B ₁₂)
Coolness Degree	3 on a 5-point scale
Retail Price	800 JPY (not including tax)