

Santen to Launch OTC Eye Drops *Sante Medical 10*

Focused on visual fatigue relief in response to 90% of the eye drop user's needs

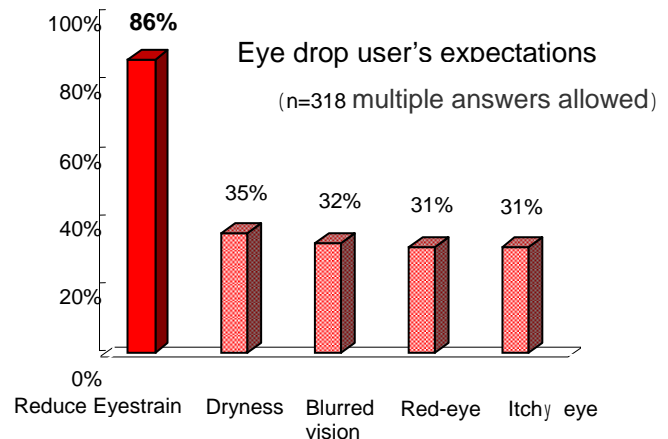
Osaka, Japan, September 25, 2006 --- Santen Pharmaceutical Co., Ltd. announced its launch of the new OTC eye drop *Sante Medical 10* on October 10, 2006. *Sante Medical 10* contains 10 active ingredients formulated to relieve visual fatigue for overworked eyes.

With the widespread use of personal computers, cell-phones, the internet and changes to the office environment, modern people tend to overuse their eyes which can easily cause visual fatigue symptoms. Visual fatigue manifests itself as: tired, blurred or double vision. These symptoms are difficult to recover from when eyes are excessively stressed. According to Santen's survey of eye drop users, around 90% of the users expected eye drops to relieve their eye fatigue. *Sante medical 10* is highly effective against eye fatigue symptoms by improving the ciliary muscle that controls focus adjustment and by stimulating the eye metabolism.

Product



Survey result



Feature of *Sante Medical 10*

1. Contains maximum amount* of two active ingredients, which helps improve focus adjustment.

A Combination of Vitamin B12 and neostigmine methylsulfate act directly on the ciliary muscle to relieve stress and to improve focus control.

Contained maximum amount of active ingredients prescribed under Approval Standards of

Nonprescription Medicines (Ophthalmic Medicines).

2 . Demonstrates cross-interaction effect on visual fatigue by containing active ingredients for focus adjustment and the eye's metabolism.

The interaction between 2 ingredients for focus control and 4 for metabolic-related nutrition (Taurine, Vitamin B6, Potassium L-aspartate and Panthenol) vitalizes eye organ and relieves eyestrain.

3 . Moreover, this high performance eye-drop contains 4 other active ingredients for inflammatory, itching, and red-eye relief that meets the needs of eye-drop users.

In addition to the 6 active ingredients for eye fatigue relief, 4 additional ingredients are contained in *Sante Medical 10*. These are "dipotassium glycyrrhizinate" and "epsilon-aminocaproic acid" for inflammatory, "tetrahydrozoline hydrochloride" for red-eye and "Chlorpheniramin maleate" for itching.

Details of *Sante Medical 10*

Brand name :	<i>Sante Medical 10</i>
Launch date :	October 10, 2006
Contents :	12ml
Active ingredients :	VitaminB ₁₂ (cyanocobalamin)----- 0.02% Neostigmine methylsulfate ----- 0.005% VitaminB6 (pyridoxine hydrochloride)----- 0.05% Panthenol----- 0.05% Potassium L-aspartate----- 1.0% Taurine (aminoethylsulfonic acid)----- 1.0% Chlorpheniramin maleate----- 0.03% Epsilon-aminocaproic acid----- 1.0% Dipotassium glycyrrhizinate ----- 0.1% Tetrahydrozoline hydrochloride----- 0.03%
Indications :	Eye strain, blurred vision (due to sticky secretion in the eyes), conjunctival congestion, itchy eyes, prevention of eye diseases (after swimming and when dust or sweat gets into the eyes), sore eyelids, inflammation of the eye due to ultraviolet light and others, irritation caused by hard contact lenses.
Dosage and administration :	2-3 drops/time, 5-6 times/day
Retail price	1,260 yen (tax include)

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