

## Santen to Launch Sante AL Cool II

### Relieve itchy, red eyes suffering from allergies with cool refreshment

Osaka, Japan, November 13, 2006--- Santen Pharmaceutical Co., Ltd. announced its launch of OTC eye drop *Sante AL Cool II* on November 17, 2006. *Sante AL Cool II*, a reformulated eye drop of former *Sante AL Cool*, relieves itchy or red eyes due to allergies caused by pollen or dust.

Allergic disorders are an increasing trend, and it is estimated that approximately 30% of Japanese suffer from allergies such as hay fever. The recent trend of the allergy symptoms shows serious conditions, sensitivity to various allergens, and an increase of patients who display symptoms in many areas of the body. Eye drops that relieve allergic conditions are expected to be used more and more often.

*Sante AL Cool II* contains a well-balanced combination of active ingredients effective for itchy and red eyes associated with allergies. While *Sante AL Cool* contained calcium pantothenate for the improvement of metabolism and repair of the inflamed eyes, the ingredient has been replaced in *Sante AL Cool II* by panthenol, a more stable compound with a similar effect. Furthermore, the new product helps alleviate such symptoms as itchiness and hyperemia throughout the year with its fresh and cool sensation, which is desired by many eye drop users.

#### □Product



### Features of Sante AL Cool II

Sante AL Cool II's optimal balance of six effective ingredients alleviates allergy symptoms such as itchy or red eyes while its fresh and cool sensation help to recover damaged ocular tissue.

1. Relieve of itching and redness of the eye by combination of two anti-inflammatory agents, antihistamine and decongestant.
2. Promote restoration of inflamed tissues by containing effective ingredients to hasten recovery; taurine and panthenol.
3. Refreshing and cool sensation help to relieve itchy eyes.

### Details of Sante AL Cool II

Brand name:	Sante AL Cool II
Launch date:	November 17,2006
Contents:	15ml
Active ingredients:	Chlorpheniramin maleate,antihistamine·····0.03% Dipotassium glycyrrhizinate·····0.25% Epsilon-aminocaproic acid·····1.0% Tetrahydrozoline hydrochloride·····0.03% Taurine (aminoethylsulfonic acid)·····1.0% Panthenol·····0.1%
Indications:	Itchy eyes, conjunctival congestion, sore eyelids, prevention of eye diseases (after swimming and when dust or sweat gets into the eyes), inflammation of the eye due to ultraviolet light and others, eye strain, blurred vision (due to sticky secretion in the eyes), irritation caused by hard contact lenses.
Dosage and administration:	2-3 drops/time, 5-6 times/day
Retail price	930 yen+ tax 47 yen