

News Release



Santen to Launch Sante Uruoi Contact a

Osaka, Japan, April 9, 2007--- Santen Pharmaceutical Co., Ltd. announced its launch of *Sante Uruoi Contact a*, an artificial tear type OTC eye drop on April 19, 2007. *Sante Uruoi Contact a*, a reformulated eye drop of former *Sante Uruoi Contact*, moistens your contact lenses and is mild and comfortable for your eyes.

Contact lens users (particularly disposable lens users), are an increasing trend. Both increasing the moistness of the eyes, and being mild to the eyes are high needs among users.

Sante Uruoi Contact a moistens your contact lenses and relieves dryness and discomfort caused by contact lenses. Furthermore, by reducing additives and reformulating ion balance and the pH to match natural tears, *Sante Uruoi Contact a* will make your eyes feel more comfortable while wearing contact lenses with a natural sensation.

■ Product



■ Features

1. Moistens contact lenses

Active ingredient povidone acts to cover dry contact lenses with “moisture veil” which reduces irritation and dryness caused by contact lenses.

2. Mild and comfortable for the eyes

Reformulated ion balance and pH similar to tears and reduced additives will make the new eye drop gentler to the eyes than the original *Sante Uruoi Contact*.

■ Details of *Sante Uruoi Contact a*

Brand name	<i>Sante Uruoi Contact a</i>	
Launch date	April 19 th , 2007	
Contents	12mL	
Active ingredients	Povidone	1.0%
	Sodium chloride	0.6%
Indications	Discomfort while wearing soft or hard contact lenses, tear supplementation (diminished tear fluid), eyestrain, blurred vision (excess eye discharge etc.)	
Dosage and administration	2-3 drops/time, 5-6 times/day	
Recommended unit price	735 yen (including tax)	

<For reference>

Povidone is a viscous compound which incorporates moisture within its molecule and turns electrically positive in a solution. This active ingredient fits with the negatively charged lens surface, thus stabilizing the lacrimal fluid layer with the moisture remaining on the lens surface.

###