

Santen to Redesign Sante de U Plus E Alfa Package

Osaka, Japan, October 2, 2007--- Santen Pharmaceutical Co., Ltd. announced its launch of an over-the-counter eye drop *Sante de U plus E alfa* with a new package design on October 10, 2007.

Sante de U plus E alfa relieves eyestrain and improves blurred vision and focus adjustment by facilitating the flow of blood and supporting nutrition. *Sante de U plus E alfa* is also effective in itchy eye and inflammation. The new package of *Sante de U plus E alfa*, with friendly colors and design, communicates more about its effectiveness and action of eye drops formulated with Vitamin B12 and Vitamin E as well as characteristics of the product in depth.

■ Product photo



■ Feature of *Sante de U plus E alfa*

1. Improve focus adjustment by formulating two components
Vitamin B12 and Neostigmine methylsulfate are contained to improve focus adjustment.
2. Relieve eyestrain and facilitate the flow of blood
Natural Vitamin E improves the flow of blood and helps restore oxygen and nutrition.
3. Reduce itchy eye and inflammation
Antihistamine and anti-inflammation improve unpleasant symptoms from eyestrain.

Product Outline of *Sante de U plus E alfa*

Trade Name	<i>Sante de U plus E alfa</i>
Launch date	October 10 (Wednesday), 2007
Packaging Volume	12mL
Active ingredients	Cyanocobalamin (vitamin B ₁₂) 0.015% d- α -tocopherol acetate (natural vitamin E) 0.02% Neostigmine methylsulfate 0.002% Chlorpheniramine maleate 0.01% Dipotassium glycyrrhizinate 0.1%
Indications	Eyestrain, effect in preventing eye disease (after swimming, dust or sweat in eyes etc.), conjunctival congestion, blurred vision (severe eye discharge), eye itching, blepharitis (eyelid sores), ophthalmia due to ultraviolet or other optical radiation (snow blindness etc.), discomfort during hard contact lens wear
Dosage and administration	2-3 drops/time, 5-6 times/day
Retail price	¥880 (¥924 including tax)