

News Release

Santen to Launch *Sante 40i* OTC Eye Drop **Focuses on changes in the environment influencing people's eyes** **Developed from the existing *Sante 40* series**

Osaka, Japan, October 3, 2008--- Santen Pharmaceutical Co., Ltd. announced its launch of the new *Sante 40i* OTC eye drop on October 10, 2008. The recent development of *Sante 40i* focuses on changes in the environment influencing people's eyes and has been developed using Santen's own technology.

Sante 40i contains six active ingredients such as; neostigmine methylsulfate which improves focus adjustment, natural vitamin E (which facilitates the flow of blood), as well as chondroitin sulfate sodium (which protects the cornea and helps maintain eye wetness). *Sante 40i* is highly effective for the treatment of bleary eyes associated with blurred vision and visual fatigue symptoms due to its refreshing and moist sensation.

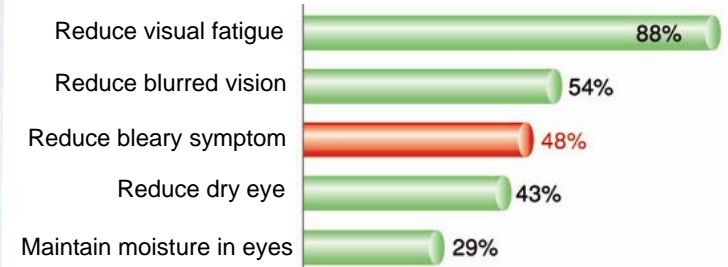
According to Santen's survey of eye drop users, around 50% of middle-aged and senior users suffer from bleary eyes, in association with visual fatigue symptoms and blurred vision. With the widespread use of personal computers, the internet, LCD (Liquid Crystal Display) televisions and cell-phones, the current environment affecting people's eyes has changed. For example, by staring at a PC display monitor, people tend to blink infrequently and as a result their tears easily evaporate. Moreover, the secretion of tears is gradually decreasing due to ageing. Therefore, there tends to be more middle aged and senior eye drop users who suffer from the visual fatigue symptoms of bleary eyes.

Product Photo



Survey result

Purpose of ocular instillation



Source: Santen Pharmaceutical Co., Ltd.
 Covered for 600 eye drop users (both male and female, age 35 to 65)
 who insert eye drops more than once a week.
 (Research term: November-December 2007)

Features of *Sante 40 i*

1. Contains maximum concentration* of three active ingredients that help to improve blurred vision and visual fatigue symptoms.

Three active ingredients; 1) chondroitin sulfate sodium that protects the cornea and helps maintain wetness, 2) natural vitamin E that facilitates the flow of blood and 3) neostigmine methylsulfate which improves focus adjustment, are contained.

*Contained maximum amount of active ingredients prescribed under the Approval Standards of Nonprescription Medicines (Ophthalmic Medicine).

2. Developed new formula based on Santen’s unique technology

Hydroxyethylcellulose and dextran were combined as viscosity increasing agents for the first time in OTC eye drops. The combination stabilizes tears and reduces eye fatigue by increasing moisture.

3. Provide a refreshed and moist sensation

Maintains the same qualities as the *Sante 40* series (e.g. refreshing and tender sensation after use).

Product Outline of *Sante 40i*

Trade name	<i>Sante 40i</i>	
Launch date	October 10 (Friday), 2008	
Packaging Volume	12ml	
Active ingredients	Neostigmine methylsulfate	0.005%
	Natural Vitamin E (d-α-tocopherol acetate)	0.05%
	Taurine	0.5%
	Panthenol	0.05%
	Chondroitin sulfate sodium	0.5%
	Chlorpheniramine maleate	0.03%
Effective for the treatment of:	Blurred vision (severe eye discharge), eye strain, conjunctival congestion, itchy eyes, prevention of eye diseases (after swimming and when dust or sweat enters the eyes), sore eyelids, inflammation of the eyes due to ultraviolet light or other optical radiation (snow blindness etc.), irritation caused by hard contact lenses	
Directions	2-3 drops/time, 5-6 times/day	
Retail price	¥1,029 (¥980 excluding tax)	