

Santen to Renew the Sante 40 OTC Eye Drop Series

To tackle eye troubles such as eyestrain or blurred vision¹⁾
experienced by people in their 40s onwards

Osaka, Japan, October 2, 2012--- Santen Pharmaceutical Co., Ltd. announced its renewal of the *Sante 40* OTC eye drop series on October 10, 2012. The *Sante 40* series aims to provide protection against harsh eye conditions in the modern environment as well as to tackle eye troubles such as eyestrain or blurred vision experienced by a rapidly increasing number of people in their 40s onwards. *Sante 40 Plus* and *Sante 40 Cool* containing renewed and increased²⁾ ingredients compared with existing *Sante 40*, and high-value-added *Sante 40 Gold*, were also added to deliver better product line up in order to meet the needs of the people.

◇Product Lineup

<*Sante 40 Plus*>

<*Sante 40 Cool*>

<*Sante 40 Gold*>



◇Features of *Sante 40 Plus* and *Sante 40 Cool*

1. Contains five ingredients that reduce eyestrain.

Neostigmine methylsulfate³⁾ which improves focus adjustment, three types of vitamins (natural vitamin E³⁾, provitamin B₅, vitamin B₆), and taurine³⁾ are contained and are effective for eyestrain and blurred vision.

2. Fortifies the formula²⁾ of existing *Sante 40*

Nutrient ingredients in the formula such as vitamins and amino acids that are said to be effective for eyestrain and blurred vision are fortified, thereby activating tissue metabolism and enhancing recovery.

3. Two types are available according to your preference of a soothing sensation.

Sante 40 Cool is newly provided for those who prefer a stronger soothing sensation.

◇Features of *Sante 40 Gold*

1. Contains maximum therapeutic concentration³⁾ of chondroitin to protect the cornea!

Contains maximum therapeutic concentration³⁾ of chondroitin sulfate sodium to prevent evaporation of tears and protect the cornea. This alleviates blurred vision or eyestrain resulting from corneal drying.

2. For those suffering from blurred vision and eyestrain!


In addition to chondroitin sulfate sodium to protect the cornea, neostigmine methylsulfate³⁾ which improves focus adjustment and natural vitamin E³⁾ to promote blood circulation are contained. Further, provitamin B₅ and taurine³⁾ that activate eye tissue metabolism are contained.

1) E.g. when there is a large amount of discharge


2) In comparison with existing products of Santen Pharmaceutical Co., Ltd.

3) Maximum therapeutic concentration allowed by law for over-the-counter ophthalmics


◇"Sante 40 Plus" Product Information

Brand Name	Sante 40 Plus	
Launch date	October 10, 2012	
OTC Category	Category 3 Ethical Drug	
Packaging Volume	12mL	
Active Ingredients	<p>Neostigmine methylsulfate 0.005%</p> <p>Natural vitamin E (<i>dl</i>-α-tocopherol) 0.05%</p> <p>Vitamin B₆ (pyridoxine hydrochloride) 0.05%</p> <p>Pantenol 0.05%</p> <p>Taurine 1.0%</p> <p>Chlorpheniramine maleate 0.03%</p> <p>ϵ-Aminocaproic acid 1.0%</p> <p>[Excipients] Disodium edetate hydrate, chlorobutanol, benzalkonium chloride solution, boric acid, polyoxyethylene hydrogenated castor oil, d-borneol, l-menthol, tonicity agent, pH adjusting agent</p>	
Effective for Treatment of:	Tired eyes, blurred vision (severe eye discharge), conjunctival congestion, eye itching, prevention of eye diseases (after swimming, when dust or sweat enters the eye), blepharitis (sore eyelids), eye inflammation due to ultraviolet rays or other optical radiation (snow blindness etc.), irritation caused by hard contact lens wear	
Dosage and Administration	1-3 drops at a time, 5-6 times daily topical instillation	
Contact lens	Hard contact lens ○ Soft contact lens X	
Color of Solution	Clear and colorless	
Degree of Coolness	3 out of 5 point scale	
Retail price	578 JPY (tax inclusive)	

◇Product Information for “Sante 40 Cool”

Brand Name	Sante 40 Cool	
Launch Date	October 10, 2012	
OTC Category	Category 3 Ethical Drug	
Packaging Volume	12mL	
Active Ingredients	<p>Neostigmine methylsulfate 0.005%</p> <p>Natural vitamin E (<i>dl</i>-α-tocopherol) 0.05%</p> <p>Vitamin B₆ (pyridoxine hydrochloride) 0.05%</p> <p>Pantenol 0.05%</p> <p>Taurine 1.0%</p> <p>Chlorpheniramine maleate 0.03%</p> <p>ϵ- Aminocaproic acid 1.0%</p> <p>[Excipients] Disodium edetate hydrate, chlorobutanol, benzalkonium chloride solution, boric acid, polyoxyethylene hydrogenated castor oil, polysorbate 80, d-borneol, l-menthol, tonicity agent, pH adjusting agent</p>	
Indications (Effective for Treatment of)	Tired eyes, blurred vision (severe eye discharge), conjunctival congestion, eye itching, prevention of eye diseases (after swimming, when dust or sweat enters the eye), blepharitis (sore eyelids), eye inflammation due to ultraviolet rays or other optical radiation (snow blindness etc.), irritation caused by hard contact lens wear	
Dosage and Administration	1-3 drops at a time, 5-6 times daily topical instillation	
Contact lens	Hard contact lens O Soft contact lens X	
Color of Solution	Clear and colorless	
Degree of Coolness	4 out of 5 point scale	
Retail price	578 JPY (tax inclusive)	

◇”Sante 40 Gold” Product Information

Brand Name	Sante 40 Gold	
Launch Date	October 10, 2020	
OTC Category	Category 3 Ethical Drug	
Packaging Volume	12mL	
Active Ingredients	<p>Neostigmine methylsulfate 0.005%</p> <p>Natural vitamin E (<i>dl</i>-α-tocopherol) 0.05%</p> <p>Taurine 0.5%</p> <p>Pantenol 0.05%</p> <p>Chondroitin sulfate sodium 0.5%</p> <p>Chlorpheniramine maleate 0.03%</p> <p>[Excipients]</p> <p>ϵ-Aminocaproic acid, disodium edetate hydrate, chlorobutanol, geraniol, dextran, hydroxyethyl cellulose, benzalkonium chloride solution, polyoxyethylene hydrogenated castor oil, polysorbate 80, d-borneol, l-menthol, tonicity agent, pH adjusting agent</p>	
Indications (Effective for Treatment of)	Tired eyes, blurred vision (severe eye discharge), conjunctival congestion, eye itching, prevention of eye diseases (after swimming, when dust or sweat enters the eye), blepharitis (sore eyelids), eye inflammation due to ultraviolet rays or other optical radiation (snow blindness etc.), irritation caused by hard contact lens wear	
Dosage and Administration	1-3 drops at a time, 5-6 times daily topical instillation	
Contact lens	Hard contact lens O Soft contact lens X	
Color of Solution	Clear and colorless	
Degree of Coolness	3 out of 5 point scale	
Retail price	819 JPY (tax inclusive)	

◇Please visit “Sante 40 Series” Website

<http://hitomi-sukoyaka.com/>