

Convenient Trial Size Pouches with Two Bottles Santen Launches OTC Eye Drop *Soft Santear* (Pouch Type)

August 6, 2013—Santen Pharmaceutical Co., Ltd. (Osaka) has launched a new OTC eye drop called *Soft Santear (Pouch Type)*. Convenient trial-size pouches containing two 5 mL bottles of this ophthalmic are now available in pharmacies and drug stores throughout Japan.

Features:

An artificial tear with almost the same composition as human eye secretions, *Soft Santear* is formulated to provide lubrication for dry eyes.


- ① The first eye drop to be sold in a pouch*. The pouch contains two 5 mL bottle of solution, as opposed to the box version, which contains four 5 mL bottles. *Santen data as of March 2013
- ② *Soft Santear* treats dryness due to deficient tear production and discomfort due to the sensation of a foreign object in the eyes. The formulation is not irritating; on the contrary application is extremely pleasant on the eyes.
- ③ *Soft Santear* can be applied while wearing soft, hard, O₂ or disposable contact lenses.
- ④ People who do not wear contact lenses can also use *Soft Santear*.

* We recommend that individuals diagnosed with dry eye syndrome undergo regular eye examinations.

◇ Product Image



◇ Product Summary

Product	Soft Santear	
Release	August 6, 2013	
Classification	Category 3 OTC Drug	
Contents	5 mL bottles × 2	
Ingredients	Potassium chloride. 0.1% Sodium Chloride. 0.4% [Additives] Boric acid, pH regulator	
Indications	Discomfort from wearing hard or soft contact lenses, deficient tear production (dry eyes), tired eyes, blurred vision (from excess eye mucous, etc.)	
Directions	2 or 3 drops/time, 5 or 6 times/daily	
Contact Lenses	Hard contact lenses ○ Soft contact lenses ○ O ₂ lenses ○ Disposable contact lenses ○	
Solution	Clear colorless liquid	
Coolness Degree	0 on a 5-point scale	
Retail Price	504 JPY (incl. tax)	