

Eyestrain Common Issue Caused by Contact Lenses!? Santen Launches *Soft Santear Hitomi Stretch*, an Eye Drop for Use with Soft Contact Lenses to Reduce Eyestrain by Relaxing Ciliary Muscle Stiffness Which Can Be a Cause of Eyestrain

September 9, 2014, Osaka, Japan -- Santen Pharmaceutical Co., Ltd. announced the launch of *Soft Santear Hitomi Stretch* (Pupil) *Stretch*, an OTC eye drop to be sold from September 9. This product contains two main ingredients^{*1} that reduce eyestrain by relaxing the ciliary muscle stiffness, which can be a cause of eyestrain.

◇ Reduces eyestrain caused by wearing contact lenses. *Soft Santear Hitomi Stretch* is a new eye drop product that tackles eyestrain.

Today, people spend more time looking at objects close up owing to increased use of digital devices, such as PCs and smartphones. This environment is particularly hard on contact lens wearers. There may be quite a few people who believe that “eyestrain is a common issue resulting from the use of contact lenses”.

To address people with such a problem, Santen launches *Soft Santear Hitomi Stretch* on September 9.

Soft Santear Hitomi Stretch contains two ingredients, neostigmine methylsulfate and vitamin B₁₂, which directly work to reduce ciliary muscle stiffness causing eyestrain, as well as the highest concentration^{*2} of vitamin B₆ to activate tissue metabolism for reducing strain. This product alleviates eyestrain by relaxing the strain on eyes caused by wearing contact lenses. In addition, the product can be used by people wearing, soft, hard, O₂, and disposable contact lenses.^{*3}

The *Soft Santear* series, which includes this new product, is preservative^{*4}-free. It is suitable for use with children.^{*5} This series can be used by a wide range of people, both contact lens wearers and non-wearers.

*1: Neostigmine methylsulfate and vitamin B₁₂

*3: Do not use while wearing color contact lenses.

*2: Maximum therapeutic concentration allowed by law for over-the-counter ophthalmics

*4: Benzalkonium chloride, etc.

*5: Children one year and older

◇Product image



◇ Product Summary

Product	<i>Soft Santear Hitomi Stretch</i>	
Release	September 9, 2014	
Classification	Category 3 OTC Drug	
Contents	5mL Bottles x 4	
Ingredients	Vitamin B ₁₂ (cyanocobalamin).....0.02% Neostigmine methylsulfate.....0.005% Vitamin B ₆ (pyridoxine hydrochloride).....0.1% [Additives] Edetate disodium dehydrate, boric acid, povidone, tonicity agent, pH adjusting agent	
Indications	Tired eyes, discomfort from wearing soft or hard contact lenses, prevention of eye diseases (after swimming, when dust or sweat enters the eye), or other circumstances, blurred vision (from excess eye mucous, etc.)	
Directions	1 to 3 drops/time, 5 to 6 times/daily	
Contact Lenses	Hard contact lenses ○ Soft contact lenses ○ O ₂ lenses ○ Disposable contact lenses ○ Color contact lenses ×	
Cautions	Some eye drops can be used while wearing soft contact lenses but others cannot. Before using eye drops while wearing soft contact lenses, read the information on the outer package and package insert to make sure the eye drops are safe to be used with soft contact lenses. If you are wearing soft contact lenses, only use eye drops that are designed for use with soft contact lenses. Do not use this product while wearing color contact lenses. *Do not use the product if its expiration date has passed. Also, even if the expiration date has not passed, consume the product within about one month after opening.	
Solution	Clear, red liquid (original color of vitamin B ₁₂)	
Coolness Degree	0 on a 5 point scale	
Retail Price	1,200 JPY (not including tax)	