

To Launch “Sante de u plus E alfa” and “Sante de u Aqua”

February 15, 2002 --- On February 21, Santen Pharmaceutical Co., Ltd. will launch over-the-counter eye lotions in Japan under the trade names “Sante de u plus E alfa” and “Sante de u Aqua.” “Sante de u plus E alfa,” an eye lotion of smooth instillation formulated with red vitamin B12, relieves eyestrain and is effective in preventing eye disease. “Sante de u Aqua,” an eye lotion with refreshing effect, is formulated with tetrahydrozoline hydrochloride, an anticongestive that relieves eyestrain and conjunctival reddening. “Sante de u” series eye lotions have long been appreciated for their eyestrain-mitigating effect by many users. Now improved to permit product selection according to symptoms, the new “Sante de u” series lineup will help promote “Healthy-Pupil Life.”

Following the launch, Santen will commence a TV advertisement project from early March to the end of April, to increase the public awareness of the “Sante de u” brand.

Product Outline of Sante de u plus E alfa

1. Trade name	Sante de u plus E alfa
2. Launch date	February 21 (Thursday), 2002
3. Packaging volume	12 mL
4. 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%
5. 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
6. Dosage and administration	Usual instillation dosage is two or three drops five to six times daily.
7. Recommended unit price	¥880

Product Outline of Sante de u Aqua

1. Trade name	Sante de u Aqua
2. Launch date	February 21 (Thursday), 2002
3. Packaging volume	12 mL
4. Active ingredients	Neostigmine methylsulfate 0.005%
	Aminoethylsulfonic acid (taurine) 1.0%
	d- α -tocopherol acetate (natural vitamin E) 0.01%
	Panthenol 0.1%
	Tetrahydrozoline hydrochloride 0.03%
	Chlorpheniramine maleate 0.02%
	Epsilon-aminocaproic acid 1.0%
5. Indications	Eyestrain, conjunctival congestion, blurred vision (severe eye discharge etc.), ophthalmia due to ultraviolet or other optical radiation (snow blindness etc.), eye itching, effect in preventing eye disease (after swimming, dust or sweat in eyes etc.), blepharitis (eyelid sores), discomfort during hard contact lens wear
6. Dosage and administration	Usual dosage for instillation is two or three drops five to six times daily.
7. Recommended unit price	¥880