

## Santen to Launch OTC Eye Drop “SANTE 40V”

**July 17, 2002** --- Santen Pharmaceutical Co., Ltd. (Osaka, Japan) announced it will launch an over-the-counter (OTC) eye drop, “SANTE 40V,” in Japan on July 23, 2002. SANTE 40V is a nutrition-fortified version of the “SANTE 40” series, which has been used by Japanese consumers for many years as a treatment for blurred vision and eyestrain.

Increased use of personal computers and mobile phones with e-mail functions has led to a greater chance of eye overuse. Overuse of the eyes together with aging facilitates the onset of blurred vision and eyestrain and also delays recovery from these conditions. It is essential to supplement nutrition in order to activate strained eyes.

SANTE 40V contains the maximum quantity of focus adjusting agent and other active ingredients such as vitamins and amino acids within the Pharmaceutical Affairs Law standard. As an eye drop with easy instillation, its seven kinds of active ingredients work to relieve blurred vision and eyestrain.

Santen will launch a new TV commercial campaign focused on the SANTE 40 series nationwide as well as implement promotional campaigns at retail pharmacies and drug stores to further promote the SANTE 40 brands.



**- Details of SANTE 40V -**

|                     |  |        |
|---------------------|--|--------|
| Brand name:         | SANTE 40V                                  |        |
| Launch date:        | July 23, 2002                              |        |
| Packaging volume:   | 12 mL                                      |        |
| Active ingredients: | Neostigmine methylsulfate                  | 0.005% |
|                     | Natural vitamin E (d- -tocopherol acetate) | 0.05%  |
|                     | Taurine (amino ethyl sulfonic acid)        | 1.0%   |
|                     | Panthenol                                  | 0.05%  |
|                     | Vitamin B <sub>6</sub>                     | 0.05%  |
|                     | Chlorphelylamine maleate                   | 0.03%  |
|                     | Epsilon-aminocaproic acid                  | 1.0%   |

Indications: Blurred vision (severe eye discharge), eyestrain, conjunctival congestion, eye itching, prevention of eye disease (after swimming, dust or sweat in eyes, etc.), blepharitis (eyelid sores), ophthalmia due to ultraviolet or other optical radiation (snow blindness, etc.), discomfort during hard contact lens wear

Dosage and administration: Two to three drops/time, five to six times daily

Recommended unit price: ¥980

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