

Santen to Launch OTC Eye Drops SANTE 40

Osaka, Japan, August 23, 2002 --- Santen Pharmaceutical Co., Ltd. announced it will launch SANTE 40, over-the-counter (OTC) eye drops, in Japan on August 26. SANTE 40 is a new version of SANTE 40NE and SANTE 40EA, which have been used by Japanese consumers for many years as a treatment for blurred vision and eyestrain.

One of the causes of blurred vision or eyestrain is reduced focus adjustment ability due to eye exertion and aging. SANTE 40 is effective for blurred vision and eyestrain, and contains natural vitamin E, which stimulates blood circulation and antioxidization, and neostigmine methylsulfate, which improves the focus adjustment ability.

The need for eye drops to improve blurred vision and eyestrain has been increasing steadily with the aging society and increased eye exertion. SANTE 40 will meet the needs of Japanese consumers together with nutrition-fortified SANTE 40V, launched in July.

Santen will air TV commercials nationwide focusing on the SANTE 40 series, as well as implement promotional campaigns in retail pharmacies and drug stores to further promote the SANTE 40 brands.



- Details of SANTE 40 -

Brand name: SANTE 40
Launch date: August 26, 2002
Packaging volume: 15 mL
Active ingredients: Neostigmine methylsulfate 0.005%
Natural vitamin E (d- -tocopherol acetate) 0.015%
Taurine (amino ethyl sulfonic acid) 1.0%
Chlorpheniramine maleate 0.01%

Indications: Blurred vision (severe eye discharge), eyestrain, conjunctival congestion, itching, eye disease prevention (after swimming, in case of dust or sweat in eyes, etc.), blepharitis (eyelid sores), ophthalmia due to ultraviolet or other optical radiation (snow blindness, etc.), discomfort when wearing hard contact lenses
Dosage and administration: Two to three drops/time, five to six times daily
Recommended unit price: ¥980

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