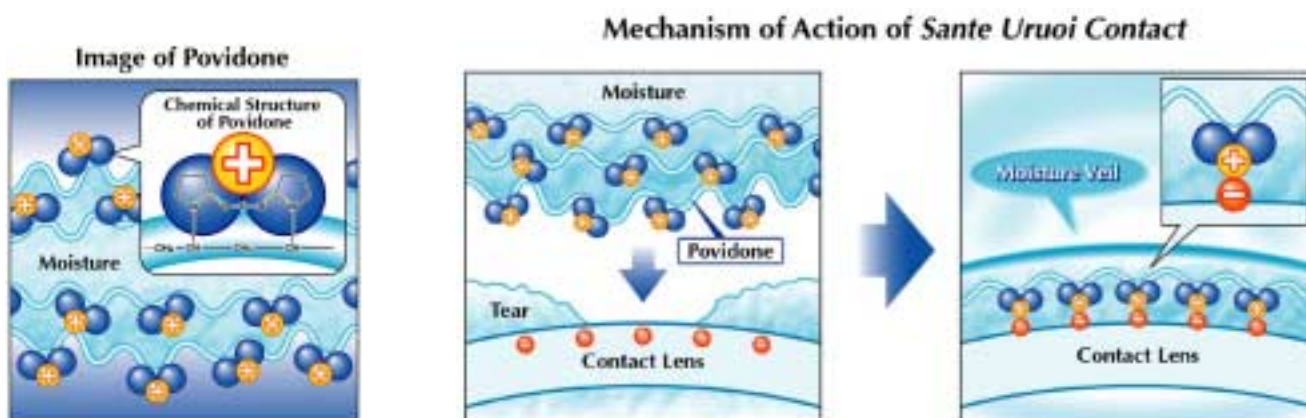


## Santen to Launch OTC Eye Drops *Sante Uruoi Contact* *Sante Uruoi Contact moistens your contact lenses and eyes*

**Osaka, Japan, October 10, 2002** --- Santen Pharmaceutical Co., Ltd. will launch *Sante Uruoi Contact* in Japan on October 15, 2002. *Sante Uruoi Contact* is an over-the-counter (OTC) eye drop of artificial tear type used to relieve discomfort, dryness and gritty symptoms of the eyes while wearing contact lenses. The product can be used for all types of contact lenses; however, it works best with disposable lenses whose surfaces have a negative electric charge.

The biggest feature of *Sante Uruoi Contact* is its “systems for stabilizing lacrimal fluid layer,” which takes advantage of the effect of its active ingredient, povidone. Povidone is a viscous compound which incorporates moisture within its molecule and turns electrically positive in solution. This active ingredient fits with the negatively charged lens surface, thus stabilizing the lacrimal fluid layer with the moisture remaining on the lens surface.



Povidone retains moisture within itself and turns electrically positive in solution

Positively charged povidone fits with the negatively charged lens surface, thus retaining moisture on the lens surface

Santen found that this system works best with the *Acuvue*® brand contact lenses of Johnson & Johnson K.K. Vision Care Company, thus the product was positioned as an eye drop that provides comfortable use with *Acuvue* brand lenses. To make this concept recognized among customers, we have put the brand name of *Acuvue* on the package of *Sante Uruoi Contact*.



**Details of *Sante Uruoi Contact*:**

Brand name:	<i>Sante Uruoi Contact</i>
Launch date:	October 15, 2002
Packaging volume:	12mL
Active ingredients:	Povidone (1.0%) Sodium chloride (0.3%)
Indications:	Discomfort while wearing soft or hard contact lenses, tear supplementation (diminished tear fluid), eyestrain, blurred vision (excess eye discharge, etc.)
Dosage and administration:	2-3 drops/time, 5-6 times/day
Recommended unit price:	¥700

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*Product image available in electronic data (JPG) at [www.santen.co.jp/ir/en/news/picture/20021010.jpg](http://www.santen.co.jp/ir/en/news/picture/20021010.jpg)*