

Sante Medical Series

## Santen to Launch Sante Medical Guard OTC Eye Drop

Prevention of eye disease and relief from eye inflammation  
by protection against and repair of corneal damage

Osaka, Japan, March 1, 2012--- Santen Pharmaceutical Co., Ltd. (Osaka) announced its launch of the new OTC eye drop, *Sante Medical Guard* on March 10, 2012. A sister product of *Sante Medical 10* which has been available since 2006, this new products contains maximum therapeutic concentrations\*\* of flavin adenine dinucleotide sodium (active vitamin B<sub>2</sub>) to enhance corneal tissue regeneration and promote healing, and chondroitin sulfate sodium to moisturize and protect the cornea. In this manner, *Sante Medical Guard* will be highly effective for protection against and repair of corneal damage, prevention of eye disease and relief from eye inflammation.

The environment in our modern society is harsh on the eyes. Constantly exposed to the surrounding atmosphere, the cornea on the surface of the eye is an extremely fragile tissue vulnerable to damage from contact lenses, ultraviolet light and dehydration. We conducted a survey of individuals ranging from 15 to 59 years of age, the results of which are shown below, and found the most prevalent eye concerns were discomfort, itchiness and swelling.

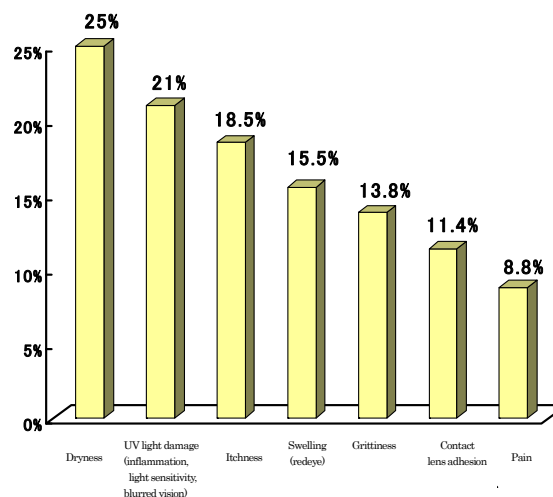
Featuring ingredients to repair\* and protect the cornea, *Sante Medical Guard* protects against serious eye conditions and provides relief for symptoms of eye inflammation such as soreness, pain and dry eye irritation.

### ◇ Product image



### ◇ Survey results

Eye concerns and symptoms



Source: Santen survey of eye concerns and symptoms of 11,374 individuals (both male and female, ages 15 to 59.)

◇ Characteristics

**1. Contains maximum therapeutic concentration\*\* of corneal repairing\* and protecting ingredient**

Contains maximum therapeutic concentrations of flavin adenine dinucleotide sodium (active vitamin B<sub>2</sub>) to enhance corneal tissue metabolism and promote healing\*, and chondroitin sulfate sodium to moisturize and protect the cornea. Therefore, the product is highly effective for protection against and repair of corneal damage, prevention of serious eye conditions and relief from eye inflammation.

**2. Also contains maximum therapeutic concentrations of 5 other active ingredients**

Contains maximum therapeutic concentrations of taurine and vitamin B<sub>6</sub> for corneal tissue regeneration as well as neostigmine methyl sulfate, chlorpheniramine maleate and dipotassium glycyrrhizinate.

**3. Provides a soothing sensation.**

Provides a soothing sensation that be gentle to corneal damage.

\* Enhances corneal tissue regeneration and promotes healing

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

◇ Product Outline of *Sante Medical Guard*

Product	<i>Sante Medical Guard</i>	
Launch date	March 10, 2012	
Packaging Volume	12mL	
Active ingredients	Flavin adenine dinucleotide sodium (active vitamin B <sub>2</sub> )	0.05%
	Chondroitin sulfate sodium	0.5%
	Taurine	1.0%
	Vitamin B <sub>6</sub>	0.1%
	Neostigmine methyl sulfate	0.005%
	Chlorpheniramine maleate	0.03%
	Tetrahydrozoline hydrochloride	0.01%
	Dipotassium glycyrrhizinate	0.25%
	<Inactive ingredients.> Aminocaproic Acid, disodium edetate dihydrate, chlorobutanol, geraniol, dextrin, hydroxyethyl cellulose, benzalkonium chloride solution, polysorbate 80, d-borneol, l-menthol, tonicity adjusting agent, pH adjusting agent	
Effective for the treatment of:	Ophthalmia due to light rays such as ultraviolet rays (snow ophthalmia), blepharitis (soreness of eyelid), prevention of eye disease (after swimming, after dust and sweat entering eye, etc.), Tired eye, blurry eye (increase in eye mucus, etc.), itchy eye, dhyperaemia of conjunctiva, iscomfort while wearing hard contact lens	
Directions	2 or 3 drops /time, 5 to 6 times /day	
Contact lens suitability	Suitable for hard contact lenses Unsuitable for soft contact lenses	
Retail price	¥1,260 (incl. tax)	