

## Santen to launch on May 13 of *Sante Beautéye*, a new OTC eye drop

- Developed specifically to combat aging, enhance metabolism and reduce fatigue
- A package and container created by appeal to women by industrial designer Tokujin Yoshioka
- Celebrity Aya Sugimoto appointed as brand ambassador

May 9, 2013--- Santen Pharmaceutical Co., Ltd. (Osaka) will begin sales of *Sante Beautéye*, a new OTC eye drop on May 13, 2013, in Japan.

*Sante Beautéye* is formulated with taurine to enhance tissue regeneration and metabolism as well as chondroitin sulfate sodium ester to protect and moisturize the cornea.

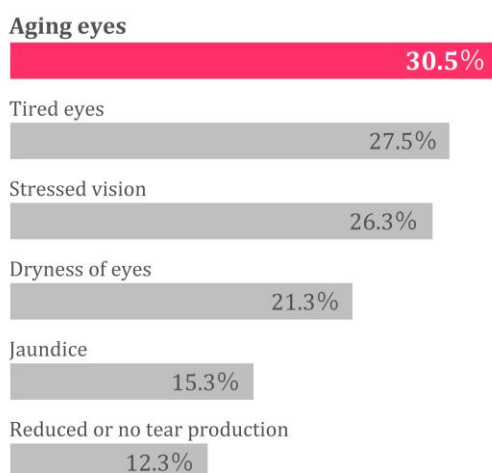
Changes in lifestyles and the advancement of women in the workforce have exposed people's eyes to more types of stress, creating the need for treatments that can manage a broader range of conditions.

In a recent survey, Santen asked women from their teens to their sixties about their greatest concerns in terms of eye care and found the most popular answer to be aging of their eyes (Figure).

Based on these results, Santen developed a new treatment containing the most effective compounds against age-related eye deterioration at the maximum therapeutic concentrations allowed\*.

\* Under current regulations for the production and sales of OTC ophthalmics

### Top concerns regarding eye care



30% of the women surveyed said aging of their eyes was their greatest concern, indicating a need for a product to treat this issue.

Source: 2012 Santen survey of 1,539 of women in their teens to their sixties

### ◇ Product images



## Features of *Sante Beautéye*

### 1. Formulated specifically to combat aging

*Sante Beautéye* contains five highly effective compounds at maximum therapeutic concentrations\* including taurine to enhance tissue regeneration and metabolism, chondroitin sulfate sodium ester to protect and moisturize the cornea, and vitamin B12 to alleviate fatigue.

\*Under current regulations for the production and sales of OTC ophthalmics

### 2. Marketed in a stylish package and container conceived by renowned industrial designer Tokujin Yoshioka

Tokujin Yoshioka, an industrial designer famous for his artistic contributions in many fields, created a package and container that would blend in naturally in the daily lives of working women and make users feel more comfortable about using eye drops.

### 3. Made to be pleasant and easy to use

To accommodate women wearing makeup, Santen developed a new type of nozzle that improves drop separation and prevents residual solution from accumulating on the tip of the spout. *Sante Beautéye* also has a mild rose fragrance for a more pleasant user experience.



New type of nozzle

Santen has asked celebrity Aya Sugimoto to be the brand ambassador for *Sante Beautéye* because of her appeal to women of various ages. Ms. Sugimoto's image will be used to promote *Sante Beautéye* in a wide range of situations from magazine advertisements to product posters and signs to be placed at drugstore counters.

An advertisement for Sante Beautéye eye drops. It features a close-up portrait of Aya Sugimoto, a Japanese celebrity, with her long dark hair and a gentle smile. To her left is a clear glass bottle of Sante Beautéye eye drops with a pink liquid inside. The text in the advertisement is in Japanese. At the top left, it says '瞳は年齢を語る。' (The eyes tell the age). Below that, in a pink box, it says '新・発・想' (New Idea). At the bottom, it says 'エイジングに着目した目薬。' (Eye drops focusing on aging). To the right, there is a small image of the product box and the brand name 'Sante Beautéye' with the tagline 'サンテ ポーティエ' (Santen Portier). At the very bottom, it says '第2類医薬品 目の疲れ・目の充血に 目薬' (Class 2 OTC drug, eye drops for eye fatigue and redness).

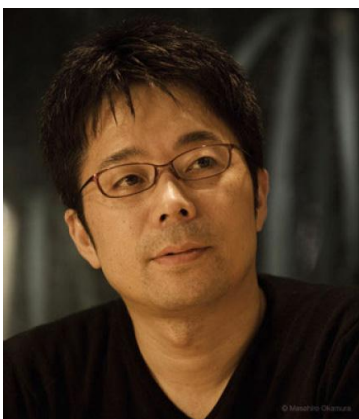
## Special package and container created by industrial designer

### Tokujiin Yoshioka

Crafted to embody the proverbial glimmer in the eye, the *Sante Beautéye* container has a clear and solid form that resembles a perfume bottle made of crystal glass.



### Profile




Tokujiin Yoshioka/Industrial Designer

After establishing the Tokujiin Yoshioka Design Office in 2000, Yoshioka has successfully undertaken a diverse range of projects involving commercial products, spaces, packaging and architecture. His designs are characterized by simplicity and transparency that takes advantage of basic materials. His works are part of the permanent collections of museums worldwide such as the Museum

of Modern Art (MoMA) in New York and the Centre Georges Pompidou in Paris. He was featured in a Japanese television program called *Jonetsu Tairiku* produced by the Tokyo Broadcasting System. Yoshioka is the recipient of many international design awards and was selected by the Japanese edition of Newsweek as one of the "100 most respected Japanese by the world." [www.tokujiin.com](http://www.tokujiin.com)

## Product Outline of *Sante Beautéye*

Product	<i>Sante Beautéye</i>	
Release	May 13, 2013	
Classification	Category 2 Ethical drugs	
Volume	12 mL	
Active ingredients	<p>Taurine: ..... 1.0%</p> <p>Vitamin B12 (Cyanocobalamin): ..... 0.02%</p> <p>Chondroitin sulfate sodium: ..... 0.5%</p> <p>Tetrahydrozoline hydrochloride: ..... 0.05%</p> <p>Chlorpheniramine maleate: ..... 0.03%</p> <p>[Excipients]</p> <p>Aminocaproic acid, disodium edetate hydrate, geraniol, hyaluronic acid sodium salt, phenethyl alcohol, benzalkonium chloride, polysorbate 80, d-camphor, l-menthol, tonicity agent, pH regulator</p>	
Effective for the treatment of :	Tired eyes, conjunctivitis, blurred vision (increase in eye mucus, etc.), itchy eye, prevention of eye disease (after swimming, after dust and sweat entering eye, etc.), ophthalmia due to light rays such as ultraviolet rays (snow ophthalmia), discomfort while wearing hard contact lens	
Directions	1 to 3 drops/time, 5 or 6 times/daily	
Contact lenses	Hard contact lens ○ Soft contact lens ×	
Solution	Clear red liquid	
Degree Coolness	3 out of 5 point scale	
Retail price	1,575 JPY (incl. tax)	

Visit the *Sante Beautéye* website at:

<http://hitomi-sukoyaka.com/>