

Santen Launches *New Sante de U α*, an OTC Eye Drop

April 27, 2015, Osaka, Japan—Santen Pharmaceutical Co., Ltd. (President and CEO: Akira Kurokawa) announced the launch of *New Sante de U α*, an OTC eye drop for relieving eye fatigue and preventing eye disease.

◇ *Sante de U*, a Brand with a 50-year History

This year marks the 50th anniversary since the launch of "*Sante de U*" in 1965. Santen took this opportunity to renew the familiar packaging and formulation of "*Sante de U*" to launch the product afresh as "*New Sante de U α*".

◇ Eye Care Support for an Active Senior Generation

About a half of the senior generation, people who enjoy reading and sports, and are adept at personal computers and smartphones, tend to have eye troubles including farsightedness associated with aging and eye fatigue. Santen seeks to help improve the quality of life (QOL) of active seniors who enjoy both work and hobbies by alleviating eye fatigue and blurred vision caused by eye discharge.

◇ Features of *New Sante de U α*

New Sante de U α is an eye drop for relieving eye fatigue and blurred vision caused by eye discharge by focusing on three functional declines caused by aging and overuse of eyes.

① Improves decline in focusing ability

The focus adjustment functionality of the ciliary muscle required for clear vision decreases with age. Furthermore, continually gazing at something close, as in reading or working on a computer, strains the ciliary muscle and leads to muscle fatigue. The **vitamin B12** and **neostigmine methylsulfate** contained in *New Sante de U α* activate the functionality of the ciliary muscle and improve focus adjustment, thereby relieving eye fatigue.

② Improves decreased production of tears

Production of tears decreases with age. Tears play an important part in smooth functioning of eyes, so if eyes are dry due to decreased production of tears, unnecessary eye strain leading to eye fatigue may result.


Chondroitin sulfate sodium contained in *New Sante de U α* protects and moisturizes the cornea and keeps the eyes moist by preventing evaporation of tears.

③ Improves decreased functionality of tissue metabolism

The tissue metabolism of eyes is said to decrease due to aging and overuse of eyes, and ability to recover from eye fatigue is said to similarly decline.

The **vitamin B6** and **potassium L-aspartate** contained in *New Sante de U α* activate the tissue metabolism of eyes and improve eye fatigue.

◇ **Product Summary**

Product	New Sante de U α		
Release	April 27, 2015		
Classification	Category 3 OTC Drug		
Contents	15 mL		
Ingredients	 <p>Vitamin B12 (Cyanocobalamin) 0.02% Chondroitin sulfate sodium 0.5% Neostigmine methylsulfate 0.005% Vitamin B6 (Pyridoxine hydrochloride) 0.1% Potassium L-aspartate 1.0% Chlorpheniramine maleate 0.03% Dipotassium glycyrrhizinate 0.1%</p> <p>[Additives] Aminocaproic acid, edetate sodium dehydrate, chlorobutanol, geraniol, dextran, hydroxyethyl cellulose, benzalkonium chloride solution, borax, boric acid, polysorbate 80, d-borneol, L-menthol, tonicity-adjusting agent, pH adjusting agent</p>		
Indications	Eye fatigue; prevention of eye disease after swimming, getting dust in the eyes and other circumstances; blurred vision (severe eye discharge); itchy eyes; hyperemic conjunctiva; blepharitis or inflammation of the eyelids; photokeratitis and other types of eye inflammation due to exposure to harmful light sources such as UV rays (snow blindness, etc.); discomfort when wearing hard contact lenses		
Directions	1 to 3 drops per dose, 5 to 6 times per day		
Solution	Clear red liquid	Coolness Degree	3 on a 5-point scale
Retail Price	600 JPY (not including tax)		

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