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Eisai is a Human Health Care Corporation striving for innovative solutions in prevention, cure and care for the health and well-being of people worldwide. We combine our talents to understand and meet the needs of patients and their families to enhance the quality of life.

FOR IMMEDIATE RELEASE

No.08-55 October 8, 2008

Eisai Co., Ltd.

Eisai Introduces "Chocola BB® Drink bit", New Pharmaceutical Drink for Acne and Skin Care

Eisai Co., Ltd. (Headquarters: Tokyo; President & CEO: Haruo Naito) announced today that it will launch a new over-the-counter product "Chocola BB® Drink bit," a 50 mL vitamin B₂-based pharmaceutical drink, on Wednesday, October 15.

"Chocola BB® Drink bit" is an over-the-counter pharmaceutical product for acne and skin care available in drink form. It alleviates skin problems with its formula consists of vitamin B2, which promotes turnover of the skin, vitamin B6, B1, and nicotinamide, as well as coicis semen extract which is also effective for skin care. It is easy to drink with its light and fruity taste, and with no caffeine added, can also be taken at bedtime. The calories, one of the concerns of the consumers of pharmaceutical drinks, have been cut down to 1.2 kcal per attract female customers.

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So far, Eisai has launched various vitamin drink products including "Chocola BB® Royal 2," and "Chocola BB® Light 2" for extreme fatigue and nutritional supplementation. In addition, "Chocola BB® Drink ," a pharmaceutical drink that contains glucuronolactone and biotin, has been introduced as an over-the-counter product that relives skin problems and stomatitis. The "Chocola BB® Drink bit" further enhances the product lineup of Eisai's over-the-counter pharmaceutical drinks, offering a wider choice for the wellness of its customers in lower price range.

Through enhancement of Chocola[®] BB drink series, Eisai will continue to expedite the development of products that can address consumer needs and to develop the market of nutritional supplement drinks for women.

[Please see the following note for the product information and image]

Contact:
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<Note to Editor>

Product Information

Product Name: " Ch10.5 0 0 10.5 723 Editor>