

**EISAI TO OFFICIALLY LAUNCH CHOCOLA BB® RICH CERAMIDE
IN STORES NATIONWIDE**

*JAPAN S FIRST FOOD WITH FUNCTION CLAIMS DRINK CONTAINING CERAMIDE
- DRINK TO COUNTER DRY SKIN -*

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, "Eisai") announced today that it will launch

[Notes to editors]

[Product Outline]

1. **Product Name:** Chocola BB[®] Rich Ceramide (Food with Function Claims, soft drink)

2. **Ingredients (per 50 ml bottle):**

Glucosylceramide derived from rice	1800 g
Collagen peptide	1000 mg
Sodium hyaluronate	includes 5 mg at time of manufacture

3. **Nutrition (per 50 ml bottle)**