

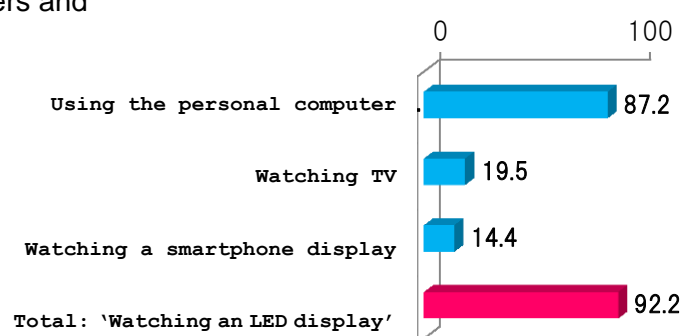
— To ease damage to eyes caused by blue light emitted by personal computers or smartphones —

OTC Eye-Drops *Sante PC* Launched on July 8, 2013

July 8, 2013---Santen Pharmaceutical Co., Ltd. announced the launch of new OTC eye drop *Sante PC*, formulated to heal optical damage caused by blue light. It will be available over the counter in Japan.

Blue light emitted by the display of personal computers and smartphones is known to damage the eyes, and recently more people have become aware of such damage.

A questionnaire conducted by Santen revealed that more than 70% of respondents answered 'I feel eye strain more frequently than ever', with more than 90% of all respondents claiming they feel eye strain 'when watching an LED display of a personal computer or TV'.



(Source: 2012 Santen survey of 800 people who use or do not use OTC eye-drops)

Sante PC is formulated to ease optical damage caused by blue light. To remove the sense of discomfort to the eyes, we selected eight active ingredients for *Sante PC*. In particular, vitamin B₁₂ to improve focusing function of the eye, chondroitin sulphate sodium to protect the cornea, and vitamin B₆ to activate metabolism of damaged eye tissues are contained at the highest concentration.* *Sante PC* features a sensation of coolness with the eight active ingredients suppressing inflammation and fatigue.

* The highest concentration of approval standards for general-purpose ophthalmic drug manufacture and sale: vitamin B₁₂, chondroitin sulphate sodium, and vitamin B₆

■ Features of *Sante PC*

When watching the display of a personal computer or smartphone, *Sante PC* will ease eye fatigue and damage with the active ingredients providing the effects listed below:


- (1) Promoting metabolism of eye tissues damaged by gazing at blue light
- (2) Improving the eye focusing function
- (3) Preventing eye dryness caused by less blinking while gazing at the display and protecting the cornea

(4) Suppressing itching and red eye due to inflammation

◇ Product Image



◇ Product Summary of *Sante PC*

Product	<i>Sante PC</i>	
Release	July 8, 2013 (Mon)	
Classification	Category 2 Ethical drugs	
Capacity	12mL	
Active ingredients	<p>Vitamin B₁₂0.02%</p> <p>Chondroitin sulphate sodium.....0.5%</p> <p>Vitamin B6 (Pyridoxine hydrochloride).....0.1%</p> <p>Neostigminmethyl sulphate0.002%</p> <p>Taurine..... 0.1%</p> <p>Dipotassium glycyrrhizinate.....0.1%</p> <p>Chlorpheniramine maleate0.01%</p> <p>Tetrahydrozoline hydrochloride.....0.03%</p> <p>[Excipients]</p> <p>Aminocaproic acid, disodium edetate hydrate, chlorobutanol, geraniol, dextran, hydroxyethyl cellulose, benzalkonium chloride solution, polysorbate 80, d-camphor, I-menthol, tonicity agent, and pH adjuster</p>	
Effect and Efficacy	<p>To ease inflammation of eyes due to ultraviolet rays or other light (such as snow blindness), eye fatigue, conjunctival hyperemia, blurred vision (with eye mucus), itching, blepharitis (eyelid erosion), or discomfort when wearing contact lenses, and to prevent eye trouble (after swimming or when dust or sweat gets into the eye)</p>	

Directions	1 to 3 drops each time, 5 to 6 times daily
Use with contact lens	Hard contact lens ○ Soft contact lens ×
Color of solution	Clear red liquid(attributable to vitamin B12)
Sensation of coolness	3 on the 5-point scale
Retail price	840 JPY (incl. tax)