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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

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Eisai Co., Ltd.

Eisai Introduces “Hotmin[®]” for Improving Peripheral Blood Circulation

A New OTC Drug Relieves Symptoms of Coldness in Extremities and Stiff Shoulders

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito) announced today that it will launch a new over-the-counter drug “Hotmin[®]” on Tuesday, September 16. This new drug is designed to improve the peripheral blood circulation, and thereby relieve symptoms of coldness in extremities and stiff shoulders.

Coldness and stiff shoulders are common symptoms especially seen in women. Poor peripheral blood circulation is often considered a cause of these symptoms. In general, women are prone to having poorer peripheral blood circulation than men due to differences in physical structure, including narrower blood vessels and smaller amounts of muscle. In addition, it is known that hormone imbalances as well as difficulties in modulating the autonomic nervous system caused by factors such as overexposure to air-conditioned environments can result in poor peripheral blood circulation. According to a survey that Eisai

<Notes to Editor>

Product Information

Product Name: “ Hotmin®” (pharmaceutical product)

Active Ingredients (per the adult daily maximum dose of four tablets):

120.0 mg ginseng extracts (1.2 g as ginseng)

50.0 mg nicotinic acid

200.0 mg d-alpha-tocopherol succinate (natural type vitamin E)

Inactive Ingredients:



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