

## **EISAI ANNOUNCES LAUNCH OF BI CHOCOLA COLLAGEN AND BI CHOCOLA COLLAGEN GELÉE**

Eisai Co., Ltd. (Headquarters: Tokyo, President & CEO: Haruo Naito, “Eisai”) announced today that it will launch the tablet-type Bi Chocola Collagen and gelée drink-type Bi Chocola Collagen Gelée (both classified by Japan’s Ministry of Health, Labour and Welfare as Foods with Nutrient Function Claims) through pharmacists and drugstores in Japan on Thursday, March 14, as part of its Bi Chocola beauty series.

Collagen is in high demand among discerning, beauty-conscious women; however, the taste and price of collagen are said to be ongoing hurdles to forming a consistent collagen intake routine. To overcome this, Bi Chocola Collagen and Bi Chocola Collagen Gelée have focused on a more accessible product, emphasizing taste and affordability to provi

**<Notes to editors>**

**<Product Outlines>**

**Product Name:** Bi Chocola Collagen (Food with Nutrient Function Claims [Vitamin C, Vitamin B<sub>6</sub>])

**1. Nutrition Facts (per three tablets [0.99 g]):**

**2. Manufacturer's Suggested Retail Price (tax inclusive):**

1,980 yen per 120 tablets

**3. Distributor:**

Eisai Co., Ltd.

**Product Name:** Bi Chocola Collagen Gelée (Food with Nutrient Function Claims [Niacin])

**1. Nutrition Facts (per can [100 ml]):**

Energy	12.4 kcal
Protein	2.5 g
Fat	0 g
Carbohydrates	1.4 g
Sodium	25-38 mg

**2. Manufacturer's Suggested Retail Price (tax inclusive):**

251 yen per can

**3. Distributor:**

Eisai Co., Ltd.

<Product Photographs>



[Bi Chocola Collagen]



[Bi Chocola Collagen Gelée]