

Shionogi & Co., Ltd.

June 16, 2005

## **Launch of *Sedes<sup>®</sup>cure* for Headaches and Menstrual Cramps**

Shionogi & Co., Ltd. (“Shionogi”; Headquarters: Osaka; President: Motozo Shiono) will launch *Sedes<sup>®</sup>cure*, a non-pyrazolone antipyretic analgesic (ibuprofen compound), on July 1, 2005.

*Sedes<sup>®</sup>cure* combines allylisopropylacetylurea and anhydrous caffeine with ibuprofen to enhance its effect, and exhibits superior analgesic effect on headaches, menstrual cramps and other types of pain.

- ✧ Ibuprofen relieves pain and reduces fever and inflammation, particularly peripheral inflammation, by blocking prostaglandin synthesis.
- ✧ Allylisopropylacetylurea aids pain relief through sedation.
- ✧ Anhydrous caffeine aids pain relief through stimulation of the central nervous system and exhibits independent analgesic action through cerebrovascular constriction.

Shionogi will offer small, easy-to-swallow tablets and product design under the theme of “Small Tablets, Big Relief: My *Sedescure*” in marketing *Sedescure* to meet the needs of females aged 15 to 20 who are beginning to select antipyretic treatments themselves.

The packaging features a pink-toned illustration and four-leaf clover, in addition to a flip-top dispenser for convenient tablet access.

Through the launch of *Sedes<sup>®</sup>cure*, Shionogi aims to further contribute to treatments for headaches and menstrual cramps, and expand its *Sedes* brand in the field of antipyretic analgesics.

Product Overview
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◆ Active ingredients (per tablet)

Ibuprofen - 75mg Anhydrous caffeine - 40m Allylisopropylacetylurea – 30mg

◆ Indications

Headache, menstrual cramps, toothache, backache, pain associated with stiffness of the neck, arthritis, neuralgia, pain associated with minor injuries, pain after tooth extraction, throat pain, earache, muscle ache, pain associated with bruising, pain associated with fractures, pain associated with sprains, chills, fever

◆ Directions / Dosage

*Sedescure* is best taken after meals in the quantities indicated below with cool or lukewarm water. Time between doses should be four or more hours.

Age	Single Dose	Maximum Doses Per 24 Hours
Adults (15 and older)	2 tablets	3 doses
Under 15	Do not take.	

◆ Packaging, Quantity, Suggested Retail Price

6 tablets: 420 yen      18 tablets: 840 yen      30 tablets: 1,155 yen (includes tax)

For further information, contact:

Drug Information Center

Shionogi & Co., Ltd.

For Medical Specialist 0120-956-734

For Consumer            0120-501-074

(Monday-Friday 9:00-17:00)