

July 7, 2006
Shionogi & Co., Ltd.

Shionogi to Launch Non-pyrazolone Antipyretic Analgesic “Sedes[®]V” with Vitamin B1 for Headaches and Pain Due to Stiffness of the Neck, and Fever

Osaka, July 7, 2006 – Shionogi & Co., Ltd. (Headquarters: Osaka, President: Motozo Shiono) announced today that it will launch the non-pyrazolone antipyretic analgesic “Sedes[®]V” with vitamin B1 on July 19, 2006.

In addition to its antipyretic and analgesic ingredients, Sedes[®]V contains the vitamin B1 derivative dicethiamine hydrochloride, which aids pain relief by relaxing muscles through improved lactic acid metabolism. It exhibits an analgesic effect on headaches associated with stiffness of the neck and other forms of tension headache, and replaces vitamin B1 lost during chills and fever.

Through the addition of Sedes[®]V as the fourth product in the Sedes[®] lineup, Shionogi aims to further develop the Sedes[®] brand in the field of antipyretic analgesics in order to help individuals suffering from headaches, menstrual cramps, toothaches and other types of pain.

Product Overview

- Active Ingredients (per tablet)
Ethenzamide – 200mg Acetaminophen – 80mg Allylisopropylacetylurea – 30mg Anhydrous caffeine – 40mg Dicethiamine hydrochloride (vitamin B1 derivative) – 4mg
- Indications
 - Headache, toothache, menstrual cramps, pain associated with stiffness of the neck, neuralgia, backache, pain from wounds, pain after tooth extraction, throat pain, earache, arthritis, muscle ache, pain associated with bruising, pain associated with fractures, pain associated with sprains

- Chills, fever

- Directions / Dosage

Sedes[®]V 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 years and older)	2 tablets	3 doses
Children (from 7 to 15 years)	1 tablet	
Children (under 7 years)	Do not take.	

- Packaging, Quantity, Suggested Retail Price

10 tablets: 420 yen 30 tablets: 945 yen (includes tax)

Reference

Sedes® Product Lineup

	New Sedes®	Sedes®-Hi	Sedes® cure	Sedes® V
Features	Non-pyrazolone Fast-acting and easy on the stomach Nonprescription pain medication suitable for use from 7 years and up	Pyrazolone Contains isopropylantipyrine For severe pain	Non-pyrazolone Contains ibuprofen For lower abdominal pain and backache associated with menstruation Easy-to-swallow tablets	Non-pyrazolone Contains vitamin B1 For headaches and fever associated with stiffness of neck
Launch date	April 2, 1987	July 26, 1993	July 1, 2005	July 19, 2006

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