

NEWS RELEASE

November 15, 2017

**Otsuka Pharmaceutical Factory announces REHADAYS
to help make body strong launched on November 15, 2017**

Otsuka Pharmaceutical Factory, Inc. (Head Office: Naruto, Tokushima, Japan; President and Representative Director: Shinichi Ogasawara, “Otsuka Pharmaceutical Factory”) announces that it has launched REHADAYS, a beverage containing necessary nutrients to help to make the body strong during exercise and rehabilitation.

To exercise or rehabilitate, enough energy and nutrients are required. REHADAYS is energy-rich and contains leucine*¹, citrulline*², vitamin D and calcium, which support the strong body making including muscle and bone. One carton contains 125 mL and is available in coffee flavor*³, which allows for easy intake by the elderly during daily exercise and rehabilitation. A serving of 1-2 cartons per day is recommended. REHADAYS will be available through the “otsuka-plus1.com (in Japanese only)” Otsuka’s online store and some hospital shops.



“REHADAYS” is derived from combining “Rehabilitation” + “Days”, and contains the meaning of “supporting daily exercise and rehabilitation.” The last letter of the Japanese product name is designed to suggest a walking person. Red, which symbolizes muscle and blood vessels, was chosen as the brand color. The hope of helping support daily body building is contained in each carton.

Otsuka Pharmaceutical Factory has been contributing to the nutrition status of patients by developing enteral nutrition diet products including Hine Bag, Hine Jelly, Hine Jelly Aqua, and Hine E-Gel. Launching of REHADAYS has enhanced its nutrition product lineup. Otsuka Pharmaceutical Factory aims to be the best partner in clinical nutrition by continuously providing information and products which are useful for proper nutrition management.

Otsuka group of companies strives to contribute to the health of people worldwide based on Otsuka group’s corporate philosophy “Otsuka-people creating new products for better health worldwide.”

- *1 Leucine is one of BCAAs (branched chain amino acids). BCAAs must be supplemented since they are not synthesized within the body. BCAAs account for approximately 40% of essential amino acids, and are especially known to have nutritional effects.
- *2 Citrulline is an intermediate in the urea cycle. In 1930, a Japanese researcher discovered citrulline in the juice of watermelon. It is an amino acid that exists in many animals, especially mammals.
- *3 The coffee flavor is evaluated to be “good” and continuous intake of REHADAYS is shown to be possible based on the survey conducted by a research company (n=10, mean age=55.4) and another survey conducted in inpatient facilities (n=21, mean age=79.5).

Product Information

Name	REHADAYS
Product category	Beverage
Nutrition facts (per carton; 125 mL)	Calories 160 kcal, protein 11.0 g, fat 2.22 g, carbohydrate 24.0 g, salt equivalent 0.084-0.204 g, calcium 200 mg, vitamin B ₁ 0.65 mg, vitamin B ₂ 0.70 mg, vitamin B ₆ 0.90 mg, vitamin D 20.0 µg
	Leucine* 2300 mg, citrulline 1000 mg *leucine amount is included in protein amount.
Ingredients and additives	Maltodextrin, milk protein (contains dairy products), coffee extract, medium-chain fatty acid triglyceride, citrulline/leucine, emulsifier, carrageenan, calcium carbonate, sweetener (stevia, sucralose), flavoring, vitamin B ₆ , vitamin B ₁ , vitamin B ₂ , vitamin D
Product characteristics	To support nutrition management in persons during exercise or rehabilitation, REHADAYS contains protein and leucine for muscle health, and calcium and vitamin D for bone health. Citrulline, which is an amino acid, has also been added. REHADAYS is an energy-dense, coffee-flavored beverage in an easy-to-consume 125 mL carton.
Packaging	125 mL carton, 18 cartons/box 
Suggested retail price	220 yen (excluding tax)
Best before date	9 months after manufacturing date
Storage	Avoid storing in high temperature or direct sunlight.
Distributor	Otsuka Pharmaceutical Factory, Inc.
Co-marketer	Otsuka Pharmaceutical Co., Ltd.

Company Profile

Otsuka Pharmaceutical Factory, Inc.

Established	:	October 7, 1969 (founded September 1, 1921)
Capital	:	80 million yen
Representative	:	Shinichi Ogasawara, President and Representative Director
Head Office	:	115 Kuguhara, Tateiwa, Muya-cho, Naruto, Tokushima 772-8601, Japan
Employees	:	2,309 (as of December 31, 2016)
Scope of Business	:	Manufacture, sale, import and export of clinical nutrition products and other pharmaceutical products, medical devices, functional foods, etc.
Website (URL)	:	http://www.otsukakj.jp/en/