

July 3, 2020

**Otsuka Pharmaceutical Factory launches
oral care gel (medicated toothpaste) HINORA® (quasi-drug) and
oral moisture gel HINORA® Moisture Gel (oral cosmetic)**

Otsuka Pharmaceutical Factory, Inc. (Head Office: Naruto, Tokushima, Japan; President and Representative Director: Shinichi Ogasawara; “OPF”) will launch a quasi-drug oral care gel (medicated toothpaste) HINORA® (flavor-free, Sudachi flavor), and an oral cosmetic, oral moisture gel HINORA® Moisture Gel (flavor-free, Sudachi flavor) on August 3, 2020.

HINORA is a product developed for the total oral care. Hinokitiol,¹ which has antibacterial effects, IPMP (isopropyl methylphenol),² which has antibactericidal effects, and dipotassium glycyrrhizinate,³ which has anti-inflammatory effects, are used as medical ingredients to prevent gingivitis, periodontitis (alveolar pyorrhea), the occurrence and progress of tooth decay, and bad breath, to refresh the mouth, and to cleanse the mouth. It is also in the form of a gel without the use of a foaming agent to allow scraping of dirt with wet tissues, even for those who have difficulty gargling.

HINORA Moisture Gel is a product containing sodium hyaluronate and collagen as moisturizing ingredients that help moisturize the mouth. It has appropriate viscosity, is easy to clean, and is difficult to drip into the throat.

Both products have two types: flavor-free and Sudachi flavor. Even if people use the product for a long period of time, they can expect continuous oral care without getting tired of it by changing the item according to their preference. The products are easy to use for those who are sensitive to irritation because they do not contain abrasives or ethanol.

With entering super-aging society, the importance of oral care is widely recognized, mainly in medical and nursing care settings. OPF will focus its attention on the nutritional and health benefits of active seniors and those certified in need of assistance and long-term care. Also, we continue to create innovative products that contribute to healthcare ranging from prevention to hospital medical care, rehabilitation, and home medical/nursing care.

Based on the corporate philosophy of “Otsuka-people creating new products for better health worldwide,” the Otsuka Group is dedicated to contributing to the health of people around the world.


¹ Hinokitiol: An ingredient discovered in 1936 from the essential oil of Taiwanese cypress. It is a medical ingredient that possesses antimicrobial effects, relieves inflammation, and enhances penetration. It has been said to have increased bactericidal effects with a longer application time and have little emergence of resistant bacteria.

² IPMP (isopropyl methylphenol): A medical ingredient with excellent penetration into biofilms and strong bactericidal activity.

³ Dipotassium glycyrrhizinate: An ingredient contained in the Chinese herbal medicine licorice that has anti-inflammatory effects.

Product Information

Product name	HINORA® (flavor-free) < Brand name: Otsuka Oral Care Gel N > HINORA® (Sudachi flavor) < Brand name: Otsuka Oral Care Gel S >
Classification	Quasi-drug
Type	Oral care gel (medicated toothpaste)
Packaging	25 g (in tubes)  (flavor-free) (Sudachi flavor)
Indications	Preventing gingivitis, periodontitis (alveolar pyorrhea), occurrence and progress of tooth decay, and bad breath. Refreshing the mouth. Cleansing the mouth.
Directions for use	Take an appropriate amount on a toothbrush, etc., and clean your teeth and gums. It can also be used for gum massage. Spit out or wipe off lightly after use.
Expiration date	3 years after manufacturing (unopened)
Date of launch	August 3, 2020
Suggested retail price	1500 yen (tax excluded)
Manufactured and distributed by	NIPPON ZETTOC CO., LTD.
Marketed by	EN Otsuka Pharmaceutical Co., Ltd.
Comarketed by	Otsuka Pharmaceutical Co., Ltd., Otsuka Pharmaceutical Factory, Inc.

Product name	HINORA® Moisture Gel (flavor-free) < Brand name: Otsuka Oral Care Gel WN > HINORA® Moisture Gel (Sudachi flavor) < Brand name: Otsuka Oral Care Gel WS >
Classification	Oral cosmetic
Type	Oral moisture gel
Packaging	80 g (in tubes)  (flavor-free) (Sudachi flavor)
Characteristics	The oral moisture gel provides moisture to the mouth.
Directions for use	Take an appropriate amount on a clean finger, toothbrush, or sponge brush, etc., and spread it evenly in the mouth. Then spit out or wipe off lightly.
Expiration date	3 years after manufacturing (unopened)
Date of launch	August 3, 2020
Suggested retail price	2,000 yen (tax excluded)
Manufactured and distributed by	NIPPON ZETTOC CO., LTD.
Marketed by	EN Otsuka Pharmaceutical Co., Ltd.
Comarketed by	Otsuka Pharmaceutical Co., Ltd., Otsuka Pharmaceutical Factory, Inc.

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	:	2,247 (as of December 31, 2019)
Business	:	Manufacture, sale, import and export of clinical nutrition products and other
Description		pharmaceutical products, medical devices, functional foods, etc.
URL	:	https://www.otsukakj.jp/en/

EN Otsuka Pharmaceutical Co., Ltd.

Established	:	March 26, 2002
Capital	:	1.51 billion yen
Representative	:	Satoshi Muneyuki, President and Representative Director
Head Office	:	4-3-5 Nimaibashi, Hanamaki City, Iwate Prefecture 025-0312, Japan
Employees	:	372 (as of December 31, 2019)
Business	:	Research & development, manufacturing, sales, and the export/import of
Description		enteral nutrients, foods for medical use, foods for the elderly, disease-specific foods
URL	:	https://www.enotsuka.co.jp/en/