

**Otsuka Pharmaceutical Factory relaunches
HINORA[®] medicated toothpaste (quasi-drug) and
HINORA[®] Moisture Gel (oral cosmetic)**



Otsuka Pharmaceutical Factory, Inc. (Head Office: Naruto, Tokushima, Japan; President and Representative Director: Shinichi Ogasawara; “Otsuka Pharmaceutical Factory”) has recently made improvements to its medicated toothpaste HINORA[®] (quasi-drug), and oral moisture gel HINORA[®] Moisture Gel (oral cosmetic), by changing the container, volume, and price. These changes were made to make the products more beneficial to a wider range of people. The products will be available for purchase starting on February 26, 2024.

Quasi-drug HINORA flavor-free, Sudachi flavor

Changes

■ Container, volume

The container has been replaced with a squeeze bottle to improve durability and operability, and the volume had been increased to 30 g.

Old products	New products
<p>■ Aluminum tube 25 g</p> 	<p>■ Squeeze bottle 30 g</p> 



Oral cosmetic HINORA Moisture Gel flavor-free, Sudachi flavor

Changes

■ Addition of the 40 g product and design change

The new 40 g product has been added for ease of use.

The design has been changed with the addition of the 40 g product.

Old products	New products
<p>■ HINORA Moisture Gel 80 g</p> 	<p>■ HINORA Moisture Gel 40 g/80 g</p> 

■ Price change

Product name	Excluding tax	
	Old suggested retail price	New suggested retail price
HINORA [®] flavor-free (Brand name: Otsuka Oral Care Gel N)	25 g 1,500 yen	30 g 1,100 yen
HINORA [®] Sudachi flavor (Brand name: Otsuka Oral Care Gel S)	25 g 1,500 yen	30 g 1,100 yen
HINORA [®] Moisture Gel flavor-free (Brand name: Otsuka Oral Care Gel WN)	-	40 g 900 yen (new release)
	80 g 2,000 yen	80 g 1,600 yen
HINORA [®] Moisture Gel Sudachi flavor (Brand name: Otsuka Oral Care Gel WS)	-	40 g 900 yen (new release)
	80 g 2,000 yen	80 g 1,600 yen

HINORA is designed to provide comprehensive oral care. It contains antibacterial Hinokitiol,^{*1} bactericidal IPMP (isopropyl methylphenol),^{*2} and anti-inflammatory agent dipotassium glycyrrhizate^{*3} as medicinal ingredients, and is effective in preventing gingivitis, periodontitis (dental abscess), caries, halitosis, freshening and cleansing the mouth. The gel is formulated without foaming agents, making it easy to scrub away residue with wet wipes for those who have difficulty gargling.

HINORA Moisture Gel contains sodium hyaluronate and collagen as moisturizing ingredients to help keep the mouth moist. It has a moderate viscosity, making it easy to clean without dripping down the throat.

Both products are available in flavor-free and Sudachi flavors, which can be changed according to a preference for long-term oral care options to ensure continuous oral care that would never become boring. The products are gentle and easy to use for those with irritation sensitivity as they are free of abrasives and ethanol.

As we enter a super-aging society, the importance of oral care is widely recognized, particularly in medical and nursing care settings. Otsuka Pharmaceutical Factory is committed to improving the oral environment for seniors and individuals requiring support and care. We recognize the importance of maintaining good oral health for proper nutrition and overall well-being. Our primary focus is on the mouth's function in promoting healthy aging and facilitating oral intake. We will continue to create innovative products that contribute to prevention, hospital care, rehabilitation, in-home care, and 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 medicinal 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 medicinal ingredient with excellent biofilm penetration and strong bactericidal properties.

*3 Dipotassium glycyrrhizinate: An ingredient found in the Chinese herbal licorice that is a medicinal ingredient with 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	30 g (bottles)
Suggested retail price	1,100 JPY (excluding tax)
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	February 26, 2024
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	40 g (tubes)	80 g (tubes)
Suggested retail price	900 JPY (excluding tax)	1,600 JPY (excluding tax)
Characteristics	The oral moisture gel provides moisture to the mouth.	
Direction 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	February 26, 2024	
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	2,271 (as of December 31, 2022)
Business Description	Manufacture, sale, import, and export of pharmaceuticals, medical devices, and functional foods with a focus on clinical nutritional products.
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, Iwate Prefecture 025-0312, Japan
Employees	370 (as of December 31, 2022)
Business Description	Research & development, manufacturing, sales, and the export/import of enteral nutrients, foods for medical use, foods for the elderly, disease-specific foods
URL	https://www.enotsuka.co.jp/en/