

NEWS RELEASE

November 7, 2018

**Otsuka Pharmaceutical Factory launches a new REHADAYS
to support exercise and rehabilitation, fruit mix flavor**

Otsuka Pharmaceutical Factory, Inc. (Head Office: Naruto, Tokushima, Japan; President and Representative Director: Shinichi Ogasawara; “OPF”) announces that it has launched REHADAYS fruit mix flavor as a new REHADAYS, a beverage containing necessary nutrients to support exercise and rehabilitation today.

To exercise or rehabilitate, enough energy and nutrients such as protein are required. The composition of REHADAYS is determined in consideration of the amounts of energy and protein and contains leucine (2300 mg),^{*1} citrulline (1000 mg),^{*2} vitamin D, and calcium to support exercise and rehabilitation. It can easily provide protein (11.0 g) as nutrients during daily exercise and rehabilitation.

A new fruit mix flavor with fresh fruit aroma by apple juice has been launched to meet user preferences, in addition to coffee flavor. REHADAYS will be available through the official Otsuka Pharmaceutical’s online store “otsuka-plus1.com (in Japanese only)” 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, was chosen as the brand color. The hope of supporting daily exercise and rehabilitation is contained in each carton.

OPF has been contributing to the nutrition status of patients by marketing enteral nutrition diet products including Hine Bag, Hine Jelly, Hine Jelly Aqua, and Hine E-Gel. OPF aims to be the best partner in clinical nutrition by further expanding its nutrition product lineup and 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.

Product Information

Name	REHADAYS fruit mix flavor
Product category	Beverage
Nutrition facts (per carton; 125 mL)	<p>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 B₁ 0.65 mg, vitamin B₂ 0.70 mg, vitamin B₆ 0.90 mg, vitamin D 20.0 µg</p> <p>Leucine* 2300 mg, citrulline 1000 mg *Leucine amount is included in protein amount.</p>
Ingredients and additives	Maltodextrin (manufactured in Japan), milk protein (contains milk constituent), concentrated apple juice, medium-chain fatty acid triglyceride, citrulline/leucine, stabilizer (cellulose, polysaccharide thickener), emulsifier, calcium carbonate, flavoring, sweetener (stevia, sucralose), vitamin B ₆ , vitamin B ₁ , vitamin B ₂ , carotene pigment, vitamin D
Product characteristics	To support nutrition management in persons during exercise or rehabilitation, REHADAYS contains nutrients for muscle health and nutrients for bone health. Citrulline, which is an amino acid, has also been added. REHADAYS is an energy-dense beverage in an easy-to-consume 125 mL carton. A serving of 1-2 cartons per day is recommended.
Packaging	<p>125 mL carton, 18 cartons/box</p> 
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	:	2,297 (as of December 31, 2017)
Scope of Business	:	Manufacture, sale, import and export of clinical nutrition products and other pharmaceutical products, medical devices, functional foods, etc.
Website (URL)	:	https://www.otsukakj.jp/en/