

August 30, 1999

Kaken Pharmaceutical Co., Ltd.

Launching of Norinyl T28 (Low-dose Oral Contraceptive)

Kaken Pharmaceutical Co., Ltd. (president: Shiro Inui) will launch the low-dose oral contraceptive Norinyl T28 (manufacturer: Daiichi Pharmaceutical Co., Ltd.) as follows.

1. Date: September 2, 1999
2. Brand name: Norinyl T28 (tablet containing norethisterone and ethinylestradiol)
3. Composition: One sheet contains 12 light blue tablets, 9 white tablets, and 7 orange tablets.
4. Ingredients per tablet

	Light blue tablet	White tablet	Orange tablet
Norethisterone (JP)	0.5 mg	1.0 mg	0 mg
Ethinylestradiol (JP)	0.035 mg	0.035 mg	0 mg

5. Indication: contraception
6. Package

28 tablets x 10 sheets

28 tablets x 30 sheets

7. Characteristic (administration method: Sunday start)

7.1 Sunday start pill

Administration begins on the first Sunday after start of menstruation.

7.2 Advantages of Sunday start pill

- 1) Since withdrawal bleeding (menstruation) is unlikely to occur on weekends, this administration method facilitates planning of weekend activities (sports, travels, dates, etc.).
- 2) Because administration is always started on a Sunday in each cycle, forgetfulness can be prevented.

This administration method, which makes it possible to avoid withdrawal bleeding on weekends, was developed to match life-style of modern women.

7.3 Corpus luteum hormone contained in Sunday start pill

The first-generation norethisterone, which has been used by many women since the 1960's and whose efficacy and safety have been established, is used. Based on long clinical experience, it is the most reliable corpus luteum hormone.

7.4 Pharmaceutical designing

Norinyl T28 is a triphasic pill with which the corpus luteum hormone dosage is increased in the middle of the cycle (days 6 to 16). This reduces incidence of atypical bleeding which often occurs in the middle of the cycle.

7.5 Prevention of forgetfulness

Users are unlikely to forget to take the pill because they are required to take one tablet everyday without interruption. The sheet uses the calendar system which starts on a Sunday.

For further information contact

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