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### **EISAI TO LAUNCH SMELL IDENTIFICATION TEST UPSIT SERIES IN JAPAN**

Sensonics International (Headquarters: New Jersey, USA; CEO: Richard L. Doty) is proud to announce that Eisai Co., Ltd. (Headquarters: Tokyo, Japan; CEO: Haruo Naito) will be launching the smell identification test "UPSIT Series" today for sale to health insurance pharmacies and local governments in Japan. The UPSIT Series was developed in conjunction with Sensonics International, the largest distributor and manufacturer of smell and taste tests in the world. Eisai has obtained exclusive rights to market the test in Japan, and has modified it for the Japanese market.

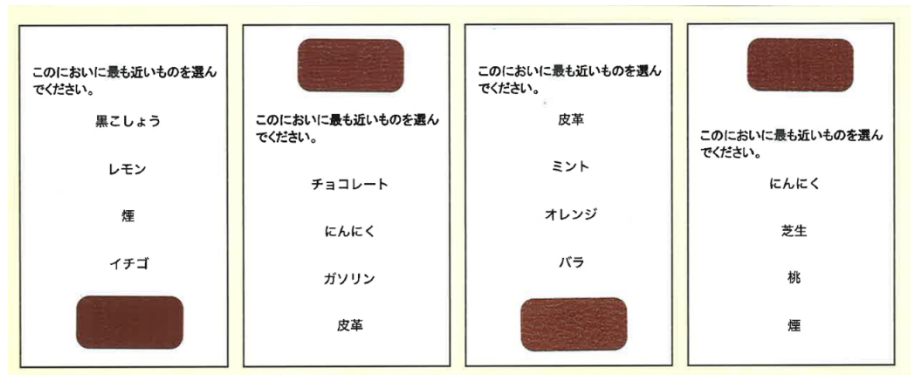
The UPSIT Series' 4-Item Pocket Smell Test is a multiple-choice test comprised of four microencapsulated odorant strips attached to a thick sheet of paper. The scents are released by lightly scratching the strips with a cotton swab or other tool, after which the person taking the test must attempt to select the correct name of the scent from four options that are provided. In this way, smell identification ability can be determined in approximately 3 minutes.

The sense of smell is one of the most important senses for detecting hazards in daily life, such as rotten food, poor hygiene, gas leakage, and fires. Olfactory function, which includes the ability to identify smells (identification) and to detect a faint smell (detection), is influenced by age, physical condition, memory, and psychological state. Without objective testing, many persons are unaware their true ability to smell, as well as changes that occur in their ability to smell over time. The UPSIT Series, which objectively measures smell identification ability, makes it possible to detect and track changes in smell dysfunction which can be related to physical condition and psychological state. It is important to note that the UPSIT Series is not an alternative for proper medical examinations and diagnosis by qualified medical professionals.

Scents are made up of multiple chemical substances. The roof of the nasal cavity contains 5-10 million olfactory receptor cells, each of which reacts to certain chemical substances. These cells work in concert to transmit smell information to the brain. The transmitted information is then integrated with information stored in the brain, including learned information, making it possible to identify a specific scent.

#### **About the Smell Identification Test UPSIT Series**

The UPSIT Series' 4-Item Pocket Smell Test is a multiple-choice test comprised of a four microencapsulated odorant strips attached to a thick sheet of perforated paper. The scents are released by lightly scratching the strips with a cotton swab or other tool, after which the person taking the test must attempt to select the correct scent name from four options. In this way, smell identification ability can be confirmed in approximately 3 minutes. Please note that UPSIT is not medicine or a medical device, and is not an alternative for proper medical examinations and diagnosis by qualified medical professionals. The UPSIT was developed by Richard L. Doty, professor and director the Smell and Taste Center within the Department of Otorhinolaryngology, University of Pennsylvania. Professor Doty also founded Sensonics, Inc. (current company name: Sensonics International) in 1982, and has markeded the UPSIT under the trade name Smell Identification Test™ worldwide since that time.



The Pocket Smell Test contains a set of four scents for the person being tested to identify, including cool scents (minty, etc.), sweet scents (strawberry, etc.) and unpleasant scents (agents that odorize gas, etc.). There are two versions of the 4-Item Pocket Smell Test available, both of which make use of four different scents.

**About Eisai Co., Ltd.:** Eisai Co., Ltd. is a leading global research and development-based pharmaceutical company headquartered in Japan. Its corporate mission is defined as "giving first thought to patients and their families and to increasing the benefits health care provides," which is called their human health care (hhc) philosophy. With approximately 10,000 employees working across a global network of R&D facilities, manufacturing sites and marketing subsidiaries, Eisai strives to realize its hhc philosophy by delivering innovative products to address unmet medical needs, with a particular focus in the strategic areas of Oncology and Neurology. As a global pharmaceutical company, Eisai's mission extends to patients around the world through its investment and participation in partnership-based initiatives to improve access to medicines in developing and emerging countries. For more information about Eisai Co., Ltd., please visit [www.eisai.com](http://www.eisai.com).

**About the sense of smell:** Over a quarter of the American population, particularly those over the age of 65 years, have demonstrable smell dysfunction. Olfactory function, which includes the ability to detect and identify smells, is influenced by age, physical condition, memory, and psychological state. Since changes in olfactory ability are seldom reported as a subjective symptom, objective confirmation is necessary. The roof of the nasal cavity is said to have 5-10 million olfactory cells. Each olfactory cell has one type of receptor, which binds with chemical substances of a matching affinity. A scent is made up of multiple chemical substances, and the bound receptors assemble this information and transmit it to the brain. There it is integrated with information stored in the brain and identified as "a certain smell". Olfactory disorders are divided into: Respiratory Dysosmia, where scents do not reach the olfactory cells, Olfactory Mucosa Dysosmia, where the olfactory cells and olfactory nerves are damaged, Combined Dysosmia, a combination of the aforementioned, and Central Dysosmia, where the olfactory center or surrounding pathways are damaged.