

**Release of “ALAPLUS Beauty Series”, a New Supplement Series Containing 5-Aminolevulinic Acid (“5-ALA”), an Ingredient Attracting Attention for its Properties relating to Energy and Youthfulness**

SBI ALApromo Co., Ltd., (head office: Minato-ku, Tokyo; Representative Director: Yasushi Takezaki; “SBI ALApromo”) is a subsidiary of SBI Holdings, Inc., which is a holding company that controls a comprehensive enterprise group primarily engaged in activities relating to financial services. SBI ALApromo is engaged in the manufacturing and sale of health foods and cosmetics using 5-Aminolevulinic acid (“5-ALA”) (\*1), and is pleased to inform you that it will start selling two supplement products in a new product line “ALApplus Bi Series” in sequence on Tuesday, 1 April 2014 on its official online store “ALA Online” (<http://www.5-ala.jp/>). ALApplus Bi Series contains 5-ALA, which is attracting attention for its properties relating to energy and youthfulness, as well as other ingredients that help people to stay beautiful and healthy.

“ALApplus Bi Series” are mail-order-only products developed exclusively for women in their 30s or over. The product is designed to help women maintain their beauty with simple daily use of 5-ALA (5-Aminolevulinic acid phosphate) (\*2). With ALApplus Bi Series, SBI ALApromo will help women in their 30s or over to maintain their beauty.



**Product Name: ALApplus CoQ10**


Product Features: Worries about beauty, ranging from fine lines and sagging skin to loss of elasticity and dull skin, tend to increase as people get older. ALApplus CoQ10 contains 5-ALA which helps increase metabolism from within the body, Coenzyme Q10 whose antioxidant effect is attracting growing attention, and vitamins which are essential for normal functioning of the body. ALApplus CoQ10 is a supplement for anti-aging efforts (\*3) that supports all women who seek to embrace beauty.




**Product Name: ALApplus Biotin**

Product Features: Worries about beauty, ranging from looking older than one’s actual age to loss of elasticity and moisture in the skin, tend to increase as people get older. ALApplus Biotin contains 5-ALA which helps increase metabolism from within the body and generates moisture as well as biotin that helps maintain the health of the skin and mucous membrane. ALApplus Biotin is a supplement to help people stay beautiful by offering solutions to aging-related worries.

■ Product Information

Product Name	ALApplus CoQ10 
Name	Processed food containing amino acid
Product Release	1 April 2014 (Tuesday)
Sale Price	JPY 4,980 (including tax)
Ingredients	Dextrin, amino acid powder (containing 5-Aminolevulinic acid phosphate), coenzyme Q10, crystalline cellulose, sodium ferrous citrate, citric acid, L-cystine, DL-malic acid, carboxymethylcellulose calcium, calcium stearate, fine-grain silicon dioxide, shellac, vitamin B6, vitamin B2, vitamin B1, niacin, carnauba wax
How to Use	Take about three tablets a day with water for nutritional support.
Nourishment Ingredient	Energy: 2.94kcal / Protein: 0.02g / Lipid: 0.03g / Carbohydrates: 0.64g / Sodium: 2.93mg
Indication (for three tablets)	5-Aminolevulinic acid phosphate: 15.0mg / Coenzyme Q10: 15.0mg

Product Name	ALApplus Biotin 
Name	Processed food containing amino acid
Product Release	Mid-April 2014
Sale Price	JPY 4,980 (including tax)
Ingredients	Dextrin, amino acid powder (containing 5-Aminolevulinic acid phosphate), GABA, crystalline cellulose, biotin, calcium stearate, sodium ferrous citrate, citric acid, fine-grain silicon dioxide, shellac, carnauba wax
How to Use	Take about three tablets a day with water for nutritional support. Biotin is a nutrient that helps maintain the health of the skin and mucous membrane. Proportion to daily nutrient reference value: Biotin 200%
Nourishment Ingredient	Energy: 3.47kcal / Protein: 0.01g / Lipid: 0.02g / Carbohydrates: 0.81g / Sodium: 2.86mg / Biotin: 90µg
Indication (for three tablets)	5-Aminolevulinic acid phosphate: 15.0mg

(\*1) 5-aminolevulinic acid (5-ALA): An amino acid created in mitochondria. It is an important substance that serves as protein material related to energy production in the form of hemes and cytochromes, and its productivity is known to decrease with age. 5-ALA is contained in shochu distillation remnants, red wine and food such as radish sprouts. It is also known as a material forming chloroplasts in plants.

(\*2) 5-Aminolevulinic acid phosphate has been added to the Ministry of Health, Labour and Welfare's "List of Ingredients Determined as Non-drug if Not Described with Pharmaceutical Efficacy is claimed".

(\*3) Anti-aging efforts refer to efforts to maintain skin conditions appropriate for each person's age.

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