

24 November 2015  
SBI Holdings, Inc.  
SBI ALApromo Co., Ltd.

**Launch of “ALA Plus Tou Down,” a Food Labeled with Health Benefits,  
Containing 5-ALA (5-aminolevulinic acid):  
Standard Dosage of One Capsule Daily for People with High Sugar Levels**

SBI ALApromo Co. Ltd. (head office: Minato-ku, Tokyo; Representative Director: Yasushi Takezaki; “SBI ALApromo”) is a subsidiary of SBI Holdings, Inc. which manufactures and sells health foods and cosmetics containing 5-aminolevulinic acid (5-ALA)<sup>\*1</sup>. It hereby announces that its application for “ALA Plus Tou Down,” which was filed under a new food labelling system for indicating health benefits, was accepted by Consumer Affairs Agency on **November 24**. Under the new food labelling system, which has been in effect since April 1, 2015, we can display the functions of foods in an easy-to-understand manner.

ALA Plus Tou Down, for which the application has been accepted by the Consumer Affairs Agency, will be available for sale by the end of December on ALA Online (<http://www.5-ala.jp/>), which is SBI ALApromo’s official online shop, and at retailers (e.g., drug stores).

Package of ALA Plus Tou Down



ALA Plus Tou Down contains 5-aminolevulinic acid phosphate<sup>\*2</sup> as a functional ingredient. It will have a functional label indicating that: “The product contains 5-aminolevulinic acid phosphate and helps normalize high fasting glucose levels. It has a function to moderate the elevation of postprandial glucose level. It is suitable for people with high blood sugar levels.” A clinical trial, on which the application is based, was conducted at Hiroshima University on 212 patients with slightly high blood sugar levels, and a similar trial was also conducted at the University of Hawaii.

This product is suitable for people with high blood sugar levels. In Japan, there are about 14 million people with

hidden hyperglycemia who are not diagnosed as having diabetes but whose blood sugar levels that elevate after meals do not return to normal. In particular, one in six people aged over 40 have such symptoms.<sup>\*3</sup> A regular, well-balanced diet and regular exercise are necessary for preventing sugar accumulation; however it is becoming difficult to have an ideal lifestyle. ALA Plus Tou Down is taken in the form of a capsule every day (standard dosage) and it is easy to continue taking it.

The data and documents explaining the scientific grounds for the health benefits, safety and quality of ALA Plus Tou Down are available on the website of the Consumer Affairs Agency, and are also scheduled to be available on the website of SBI ALA promo (<http://www.sbi-alapromo.co.jp>) soon.

■ Product Information

Brand name/package	ALA Plus Tou Down
Scheduled release date	December, 2015
Retail price (excluding tax)	4,900 yen
Functional ingredient	5-aminolevulinic acid phosphate
Description on label that was submitted	The product contains 5-aminolevulinic acid phosphate and helps normalize high fasting glucose levels. It has a function to moderate the elevation of postprandial glucose level. It is suitable for people with high blood sugar levels.
Administration method	The recommended dosage is one capsule daily, which should be taken with water, etc.
Number of capsules	30-day course 30 capsules
Application no.	A148

**Foods labeled with health benefits**

Label Description Submitted: The product contains 5-aminolevulinic acid phosphate and helps normalize high fasting glucose levels. It has a function to moderate the elevation of postprandial glucose level. It is suitable for people with high blood sugar levels.

The application was submitted to the Secretary-General of the Consumer Affairs Agency under the responsibility of the company for using a label indicating that the product can be used for specified health purposes. Please note that the product is not classified as a food for specified health uses, and has not been reviewed individually by the Secretary-General of the Consumer Affairs Agency.

(\*1) 5-aminolevulinic acid (5-ALA): An amino acid created in mitochondria. It is an important substance that serves as a functional molecule related to energy production in the form of heme and cytochromes, and its productivity is known to decrease with age. 5-ALA is contained in food such as shochu lees, red wine and Asian ginseng. 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". This is not a pharmaceutical component.

(\*3) Estimated by SBI ALApromo based on the "results of a national health and nutrition survey in 2012" (Ministry of Health, Labour and Welfare) and the "population estimate (as of October 1, 2013)" provided by the Bureau of Statistics of the Ministry of Internal Affairs and Communications

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