

## Eisai to launch Bi Chocola Collagen and Bi Chocola Collagen Gelée

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**Singapore:** Eisai will launch the tablet-type Bi Chocola Collagen and gelée drink-type Bi Chocola Collagen Gelée (both classified by Japan's Ministry of Health, Labour and Welfare as Foods with Nutrient Function Claims) through pharmacists and drugstores in Japan on Thursday, March 14, as part of its Bi Chocola beauty series.

Collagen is in high demand among discerning, beauty-conscious women; however, the taste and price of collagen are said to be ongoing hurdles to forming a consistent collagen intake routine. To overcome this, Bi Chocola Collagen and Bi Chocola Collagen Gelée have focused on a more accessible product, emphasizing taste and affordability to provide a consumer-friendly option for regular collagen consumption. The collagen contained in the products is fish collagen peptide, which consists of small peptide molecules that can be easily absorbed.

The tablet-type Bi Chocola Collagen contains a total of seven beauty ingredients, including collagen, B vitamins and vitamin C, all of which are in prominent demand among female consumers. Its convenient tablet formula allows for an easier intake regimen and is reasonably priced, with the suggested three-tablet daily intake costing just 50 yen per day (based on the manufacturer's suggested retail price). It is recommended for women who want to reinforce their beauty regimen on a consistent, daily basis.

The gelée drink-type Bi Chocola Collagen Gelée is a soft drink in gelée form that contains 2,000 mg of collagen as well as B vitamins. Its refreshingly smooth gelée formula, combined with a tart, grapefruit flavor that effectively subdues the characteristic taste and smell of the collagen, makes for a deliciously accessible drink. For female consumers who are concerned about calorie intake, the calorie count has also been kept down to a low 12.4 kcal per can. Additionally, by first

shaking the can to break up the gel inside, the consistency of the gel can be adjusted to suit individual tastes. It is recommended for women who want a reliable, steady source of beauty products as part of a longer-term beauty regimen.

Eisai's Bi Chocola series is dedicated to providing products for women who want to protect against aging and maintain optimal health and beauty. Through this brand, Eisai aims to continue to address the needs of an ever-growing number of consumers in their everyday lives.