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ASIA EDITION

Eisai ties up with ITO EN to support people living with dementia

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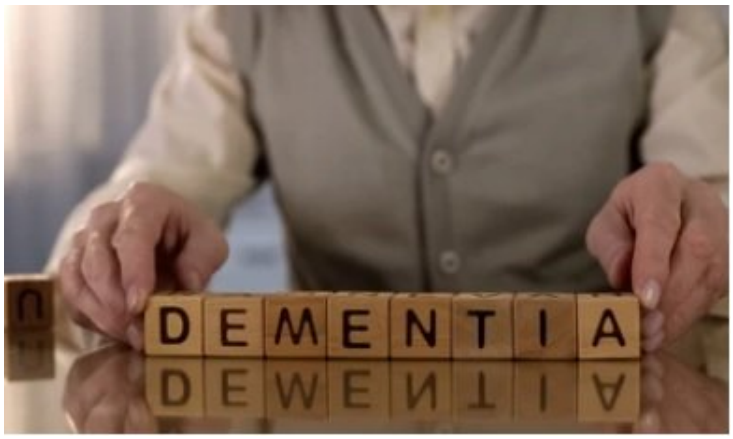
The tie up will promote co-creation of value toward the realisation of a healthy and long-lived society



Tokyo-headquartered Eisai Co and ITO EN have entered into a business alliance agreement concerning the initiatives for supporting people living with and preventing dementia to realise a healthy and long-lived society.

Through this alliance, Eisai and ITO EN aim to contribute to the solution of dementia, which is one of the important social issues, by integrating Eisai's wealth of experience and knowledge in drug creation and disease awareness activities in the area of dementia, as well as Eisai's solution measures such as digital technology, and ITO EN's customer network through its community-based sales activities, as well as ITO EN's problem-solving project related to cognitive function based on abundant research on Matcha (powdered green tea).

As support for holding seminars on exercise and food-related to dementia disease awareness and brain health by local governments for residents, the packaged solution plans to be provided through ITO EN's 186 business offices nationwide. The packaged solution includes Eisai's information materials for disease awareness, opportunities for checking brain performance using Eisai's brain performance (brain-health) self-check tool 'NouKNOWTM' and ITO EN's information and services related to Matcha and health.

A prepaid card can be used for 'NouKNOW' and Eisai's information materials related to brain health will be distributed in Japan. At the events and campaigns hosted by ITO EN, participants will be provided with information on brain health and the opportunity to check brain