

Japan  
4 APR 2013  
Vol. 9

# THE OTSUKA WHATS & WHOS

Otsuka  
people creating  
new products  
for better health  
worldwide

## POCARI SWEAT ION WATER Debuts With Splash



*Actress Kyoko Fukada*

The new version of POCARI SWEAT, “POCARI SWEAT ION WATER”, was launched on April 8th! This new health drink was aimed to smoothly replenish water and electrolytes lost during everyday work that offers a light sweetness, a refreshing taste with reduced calories. The new beverage was designed to incorporate the benefits of the original POCARI SWEAT – based on the concept of a rehydration drink that smoothly replenishes water and electrolytes in the body.

The launch ceremony was held at the ANA Intercontinental Hotel in Tokyo which was packed with Japanese media to view the new television commercial for POCARI SWEAT ION WATER starring Japanese actress Kyoko Fukada.

Masayuki Umeno, Otsuka Pharmaceutical Vice President & Representative Director said, “by continuing innovation, diversity and globalization approach, Otsuka can achieve its goal to create and provide new products that contribute to people’s health”.



[Click here to watch  
TAKAICHI'S VIDEO ON  
THE IMPORTANCE OF  
MAINTAINING A  
DISTINCTIVE  
APPEALING TASTE](#)



Taste inventor, Akihisa Takaichi, was recognized by Otsuka Pharmaceutical for his important role in working on the POCARI SWEAT ION WATER’s new refreshing taste for the past 6 years

POCARI SWEAT is a very popular health drink from Japan that is known widely around the world. A choice of three sizes (250ml., 500ml., and 900ml.) POCARI SWEAT ION WATER will initially be sold in supermarkets, convenience stores, drugstores and other channels throughout Japan.

*POCARI SWEAT ION WATER in three sizes*