



PHOSPHAGENICS

3 February 2010

## Company Announcement

### PHOSPHAGENICS LAUNCHES AUSTRALIAN SKINCARE PRODUCTS

- ***Exclusive sales arrangement with Pulse Pharmacies, Vitamin Me and Roy Young stores nationally***
- ***TPM™ technology is superior in delivering more active ingredients into the skin such as anti-ageing retinol***

***Phosphagenics Limited (ASX:POH, OTCQX:PPGNY)*** has signed an agreement appointing Pulse Pharmacies as its exclusive Australia-wide distributor of Phosphagenics' new Elixia™ skincare product range.

The Elixia™ range of six products, including an Anti-oxidant Serum and a Multi V Moisturiser, uses the Phosphagenics patented TPM™ (Targeted Penetration Matrix) delivery technology to deliver more active ingredients into the skin.

According to Phosphagenics' Chief Operating Officer, Dr Esra Ogru, the patented TPM™ delivery technology has demonstrated in many human clinical trials that it can increase the amount and depth of penetration of active molecules into the skin including drugs such as insulin and opioids. "The technology lends itself perfectly to skin care, and the inclusion of TPM™ within the Elixia range will increase the absorption of active ingredients used in the cosmetic industry, compared to other marketed topical applications." She added, "Elixia™ will take advantage of TPM's scientifically proven ability to increase the absorption of valuable molecules from our vitamin-rich formulas. While comparator products may contain similar ingredients, we know TPM™ will ensure they don't sit on the skin surface and will reach the layers of skin that will benefit from their activity."

The Elixia™ skincare range is expected to be available for purchase from the end of March in 75 Pulse Pharmacies, Vitamin Me and Roy Young stores nationally, as well as online. A dedicated website designed for customers to access the brand ([www.elixia.com.au](http://www.elixia.com.au)) will offer product information, skincare tips and highlight launch activities and promotions.

"The Elixia™ products have clear superiority and Pulse Pharmacies always relishes being able to offer our customers the best available," said Mr Rohan Aujard, Chief Executive Officer of Pulse Pharmacy.

"We will confidently market this point of difference that simply multiplies the effectiveness of the products."

The Elixia™ range will differentiate itself in the multi-million dollar Australian personal care market through the patented TPM™ delivery technology, according to Dr Ogru. "The positive response in the US for the Le Métier de Beauté products clearly shows there is a market for quality skincare that uses scientific technology to back its claims of efficacy."

"This is the perfect combination of a great skincare line plus scientifically proven biotechnology to deliver ingredients such as anti-ageing retinol deeply into the skin. And our advantage is that we have a whole pharmaceutical company to back up our credentials and reputation," said Dr Ogru.

According to Kristen Kyriakou, Phosphagenics' Marketing Manager (Personal Care), the overall message is that Elixia™ is clinically and scientifically proven to get the active ingredients deeply into your skin. "Getting ingredients such as antioxidants, multi-vitamins and moisturising oils deeper into skin means the range offers amazing benefits to consumers, including fewer wrinkles and reduced fine lines."

"As well as an improvement in the skin's natural texture, tone and clarity, increased moisture and hydration make a dramatic difference in the overall look and health of skin."

The TPM™ delivery technology is also at the core of the company's pharmaceutical products. A successful clinical trial using the same technology for pain relief was recently announced and a clinical trial that will administer insulin by patch is expected in the latter part of the second quarter.

The Elixia™ range includes:

Nourishing Anti-oxidant Serum	\$44.95 rrp
Multi Action Eye Serum	\$44.95 rrp
Multi V Moisturiser	\$36.95 rrp
Tinted Multi V Moisturiser	\$36.95 rrp
Cream Cleanser	\$29.95 rrp
Multi V Body Lotion	\$29.95 rrp

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*ENDS...*

## **APPENDIX AND NOTES TO EDITORS**

### **About Phosphagenics Limited**

Phosphagenics is commercialising drug delivery applications based on its novel transdermal (drugs administered via skin) TPM™ – Targeted Penetration Matrix technology. TPM™ is a patient friendly and cost effective system used to deliver proven pharmaceutical and nutraceutical products.

The two product targets which are advancing through clinical trials are an insulin patch for diabetics (instead of injections) and an oxycodone patch for the relief of chronic pain.

Phosphagenics' shares are listed on the Australian Securities Exchange (POH) and its ADR – Level 1 program in the US is with The Bank of New York Mellon (PPGNY).

For more information, please visit Phosphagenics' website at [www.phosphagenics.com](http://www.phosphagenics.com).