



PHOSPHAGENICS

Company Announcement

Phosphagenics to Launch BodyShaper Cellulite Contour Crème™

- *ELIXIA® product range to be launched in selected Myer stores on Thursday, 20 May 2011*
- *BodyShaper reduces the appearance of cellulite by up to 56%*

17 May 2011, Melbourne, Australia: Melbourne biotechnology company Phosphagenics Limited (ASX: POH) will launch its novel anti-cellulite product in Australia's largest department store, Myer, on 20 May 2011.

The product, BodyShaper Cellulite Contour Crème™, uses the company's proprietary platform technology, TPM®, to deliver fat reducing molecules into the skin. The product includes the proprietary anti-fat peptide AOP9604 (which has been licensed to Phosphagenics) and two other lipolytic molecules, caffeine and forskolin.

The product release follows the completion of international trials during which women used the product for eight weeks. The results showed a marked reduction in the appearance of the cellulite at the application sites (up to 40% after 4 weeks and up to 56% after 8 weeks). Importantly, there was also improvement in skin elasticity and hydration and, of the women involved, 90% reported a perceived improvement in the visible appearance of their cellulite.

Phosphagenics CEO, Dr Esra Ogru, said "the new results further demonstrated the efficacy of the company's platform technology."

"All measurable endpoints continued to improve over the 8 week study duration. It appears that continued use of the BodyShaper Cellulite Contour Crème™ will show increasingly better results in terms of cellulite appearance and skin condition."

"These results should inspire further consumer confidence in Phosphagenics' proprietary platform technology and the entire ELIXIA® range."

Acceptance of the BodyShaper Cellulite Contour Crème™ into department stores represents a strategic step by Phosphagenics toward its goal of establishing this product as a significant part of the multi-billion dollar per annum world market for cellulite reduction products.

Dr Ogru said, "We are thrilled to have our product sitting on shelves next to products of the largest global cosmetics companies. We are justifiably proud of our product and the manner in which we have leveraged our pharmaceutical know-how into a consumer product."

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BodyShaper Cellulite Contour Crème™ and the complete ELIXIA® range will also be available through TVSN and on-line through elixia.com.au.

About the Study

This independent study was conducted by AMA Laboratories Inc in New York. Thirty women participated in the trial which involved morning and night application of the BodyShaper Cellulite Contour Crème™ to the upper thigh of a single leg. The application area was assessed at 2, 4, 6 and 8 weeks for quantifiable changes in the visible appearance of cellulite using advanced digital photographic techniques, as well as measurement of skin hydration, elasticity and thigh circumference. Participants also completed a questionnaire at each time point that recorded their subjective assessments of any perceived improvements. The untreated leg was used as a control for all measurements.

After 4 weeks of application, the appearance of the cellulite at the sites of application was quantifiably reduced by up to 40%. These improvements were visibly noticeable to the participants, with 86% of women reporting a perceived improvement to the visible appearance of the bumps and dimples of their cellulite. They also observed (96%) an improvement to skin firmness and smoothness, while 93% of women saw an increase in skin tightness. Skin hydration was increased by 20% and elasticity increased by 5% over the course of the 4 weeks.

At eight weeks, results demonstrated a reduction of up to 56% in the visible appearance of the cellulite at the application sites. Skin elasticity improved by 25% and hydration levels were 10% better. Ninety percent of women reported a perceived improvement to the visible appearance of the bumps and dimples of their cellulite, with 43% scoring the improvement as “dramatic”. The women (96%) also observed an improvement to skin firmness (56% “dramatic”) and smoothness, while 93% of women saw an increase in skin tightness (53% “dramatic”). Continued use of the product is expected to further improve the outcomes for all measurable endpoints.

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About Phosphagenics

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 lead product advancing through clinical trials is an oxycodone matrix system 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).
www.phosphagenics.com