



PHOSPHAGENICS

Company Announcement

Phosphagenics: New National Stockist for Elixia® Personal Care Product Range

- *300+ stores to stock BodyShaper Cellulite Contour Crème™*
- *Late-stage negotiations with further international stockists*

23 August 2011, Melbourne, Australia: Melbourne biotechnology company Phosphagenics Limited (ASX: POH, OTCQX: PPGNY) has added another high-profile stockist to the growing number of retailers stocking its Elixia® range of personal care products.

The Priceline pharmacy group will stock the top-selling Elixia® BodyShaper Cellulite Contour Crème™ in over 300 stores around Australia from September. The two Elixia® skincare lines, including the top selling High Performance range, will be reviewed for roll out in Priceline stores early next year. Priceline joins Myer, TVSN, Terry White Chemists, Pulse Pharmacies and the Symbion Pharmacy Group in retailing the Elixia brand, which has achieved a \$1 million (wholesale) sales milestone after launching in April this year.

Phosphagenics CEO, Dr Esra Ogru, described the inclusion of Priceline as a coup for the company and indicated late stage negotiations were underway with further international stockists.

“The Priceline pharmacy group is a high profile, nationally recognised retail chain with substantial consumer outreach,” she said. “We are confident this group will gain further market share for our Elixia® products. Sales of these personal care lines will further drive our pharmaceutical agenda.”

The Priceline announcement follows the signing of a recent agreement with a leading Asian distributor Sungate Supplies Pte Ltd to launch the Elixia® personal care brand in A.S Watson stores across the Asia Pacific by the fourth quarter this year. Further key suppliers are also being targeted and pursued in India, Korea and China.

“High profile stockists are part of our strategy to become an international skincare brand,” Dr Ogru said. “We continue to pursue opportunities in the Asia region, as well as in Europe and the United States.”

All Elixia® products have been developed using Phosphagenics’ proprietary TPM® transdermal delivery technology, which enables superior penetration of active compounds into the skin.

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The range includes anti-ageing formulas, specially developed to target fine lines and wrinkles. Its active ingredients include Vitamin C and Retinol. The BodyShaper Cellulite Contour Crème™ also uses TPM® technology to deliver fat reducing molecules into the skin. The product includes the proprietary anti-fat peptide AOP9604 (which has been licensed by Phosphagenics from Calzada Ltd) and two other lipolytic molecules, caffeine and forskolin.

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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
www.elixia.com.au