



PHOSPHAGENICS

ELIXIA™



AUSTRALIAN
LAUNCH 2010

WITH TPM™
DELIVERY TECHNOLOGY

Delivering More...

Through Innovation in Transdermal Delivery

Listed on the Australian Stock Exchange (POH) and OTCQX (PPGNY)

Overview

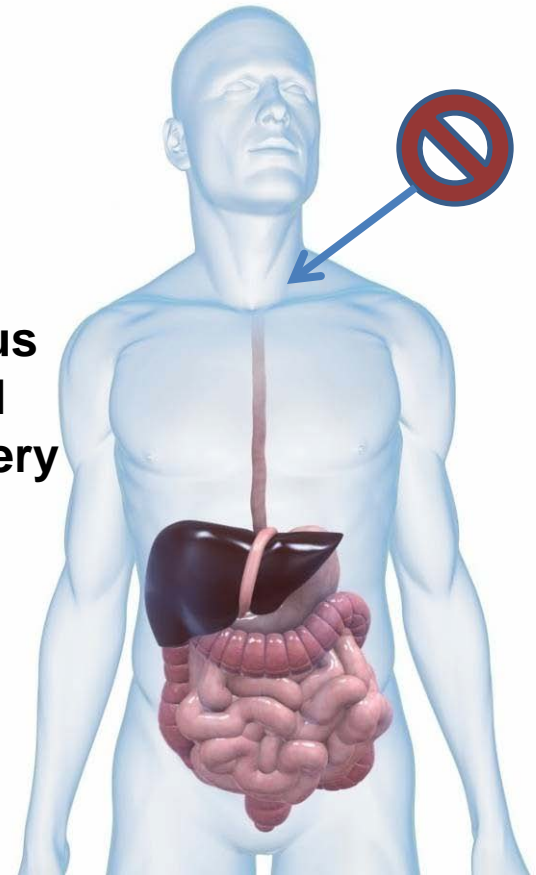
- Headquartered in Australia
 - Corporate development in U.S.
- Clinically validated transdermal TPM™ delivery technology
- Creating value by leveraging TPM™ technology across diverse markets with partners
- Strong intellectual property
- Listed on the Australian Stock Exchange (POH) and OTCQX (PPGNY)

What are the benefits of transdermal delivery?

For the patient:

- Eliminate first pass metabolism
- Provide steady delivery/blood levels
- Increase compliance/convenience
- Reduce systemic drug interactions
- Minimise abuse/diversion

**Versus
Oral
Delivery**



Technology Overview

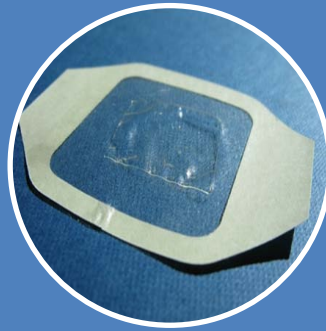
- TPM™ is a novel, multi-component and multi-functional delivery system
- Scientifically proven TPM™ enhances the absorption of compounds through the skin and in the body
- TPM™ is non-invasive, non-irritant and has very unique properties
- Clinically proven to deliver small and large molecules

TPM™ does not alter the active compound, but instead alters the lipidic structure of the stratum corneum allowing for the specific, controlled delivery and enhanced absorption of small molecules or peptides into the skin (locally) or systemically

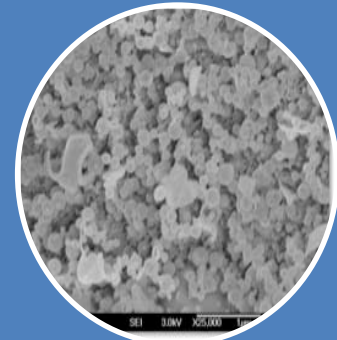
Formulation Examples



reservoir patch



matrix patch



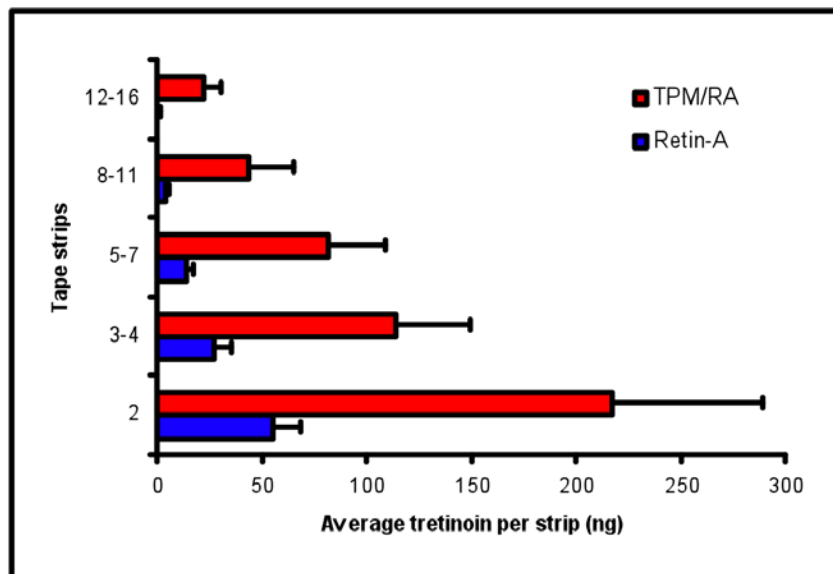
vesicle formulation



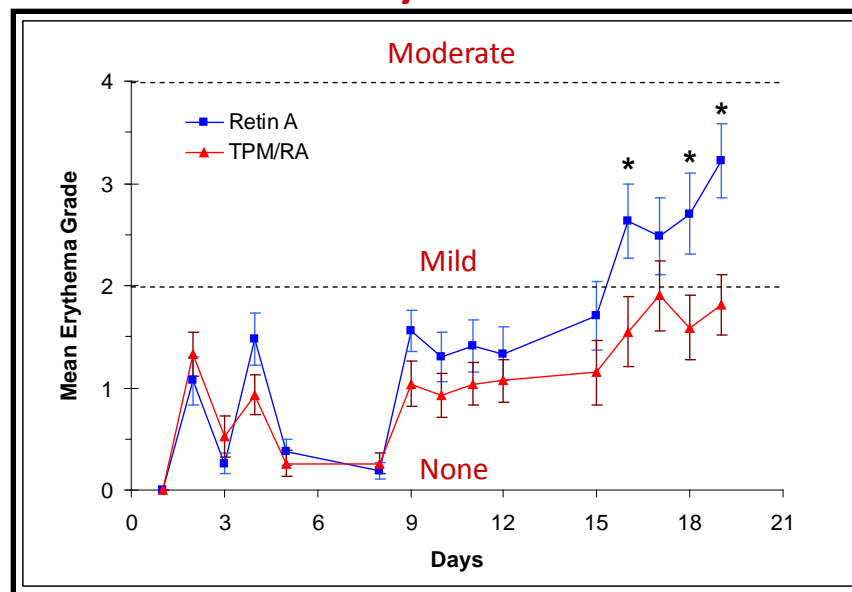
Phase I Human Data: Tretinoin

- Human Clinical Trials – Penetration via tape stripping completed in 10 subjects
- Repeat insult patch tolerance (RIPT) test compared Retin-A and TPM/tretinoin
- Patches applied each day for 19 days and erythema and dryness scored
- N = 30 healthy volunteers, bars represent SEM

Penetration



Erythema



While significantly increasing the amount of tretinoin delivered, TPM™ was able to reduce the amount of irritation compared to Retin-A



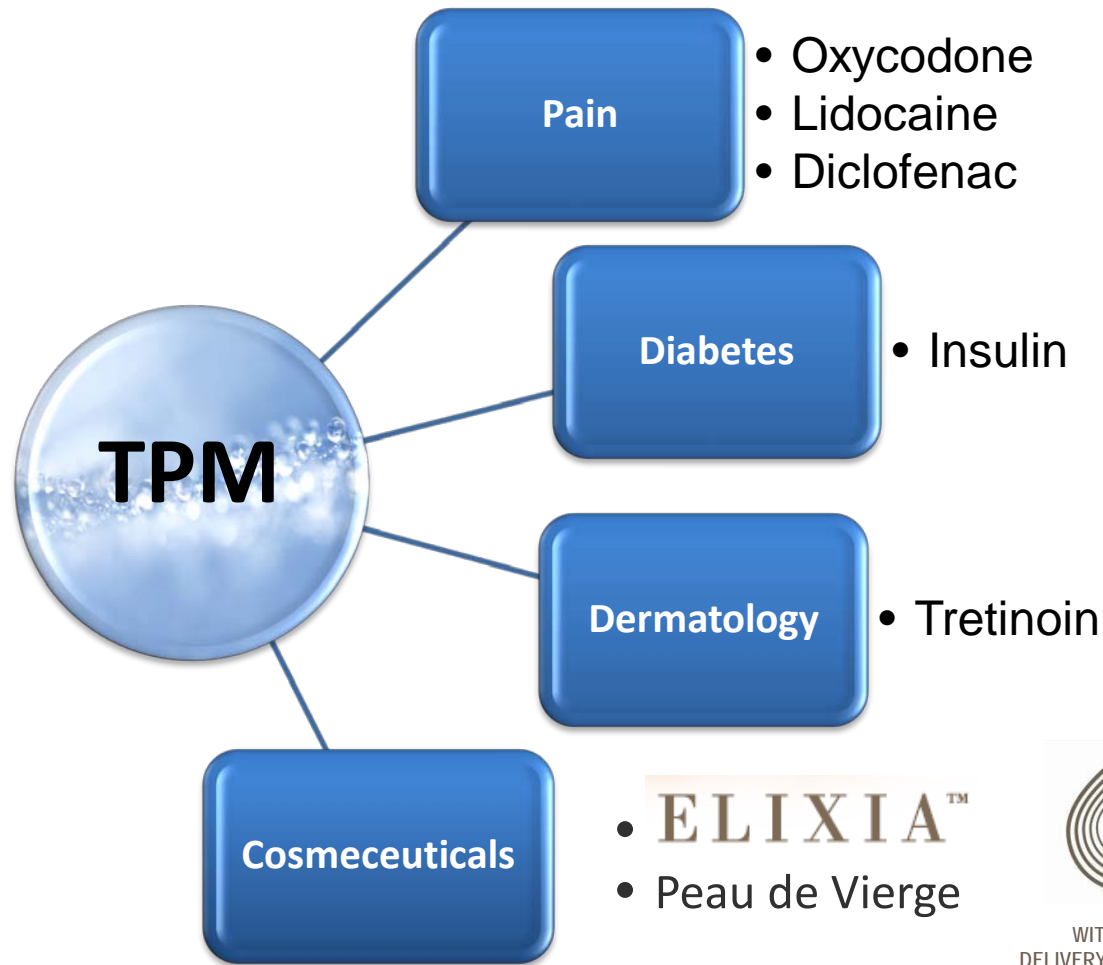
Cosmeceuticals for the USA

- US launch targeting high-end consumers:
- Phosphagenics' TPM™ technology included in new Le Métier de Beauté beauty line, with two products initially (and others in the pipeline for 2010)
- Exclusive launch of Le Métier de Beauté color treatment with TPM™ in Neiman Marcus, Bergdorf Goodman, John Barrett, Jose Eber and Fred Segal
- Peau de Vierge Cosmetic Line
 - Anti-aging Tint Moisturizer
 - Mineral Photo Touch Concealer



**Magazine press has included:
WWD, In Style, Harpers Bazaar, Elle**

Validated Technology



WITH TPM™
DELIVERY TECHNOLOGY



PHOSPHAGENICS

ELIXIA™

THE ELIXIA™ BRAND

Elixia™ is the only range of skincare to feature world-first, scientifically proven TPM™ Targeted Penetration Matrix delivery technology in six naturally derived products. TPM™ is the key delivery ingredient which is the result of **10 years of research and 14 patents** – scientifically proven to deliver 4 x more* active ingredients 20 x deeper* into skin.

Developed and owned by Phosphagenics from its Melbourne laboratories, TPM™ sets Elixia™ apart from other skincare brands in its unique ability to deliver anti-ageing ingredients such as cell renewing retinol and anti-ageing resveratrol deeper into skin. Scientifically proven, this is one delivery technology that really works.



WITH TPM™
DELIVERY TECHNOLOGY

**In clinical trials, Vitamin A delivered into skin by Elixia's™ TPM™ "Targeted Penetration Matrix" Delivery Technology – led to a 22-fold increase in the vitamin A absorbed into the deepest layers of skin examined (tape strips 12-16) compared to a market leading prescription-only form of vitamin A.*



ELIXIA™

THE ELIXIA™ RANGE

Six multi vitamin skincare products for face and body.

RETAIL STORES

Exclusive distribution to over 80 retail outlets in Australia with a reputation of prestige brands and quality service.

- PULSE PHARMACIES
- VITAMIN ME
- ROY YOUNG

ON COUNTER

APRIL 2010



WITH TPM™
DELIVERY TECHNOLOGY

ELIXIA™



WITH TPM™
DELIVERY TECHNOLOGY

beauty is more than skin deep.
we can prove it.

WWW.ELIXIA.COM.AU