

28 April 2015

## ASX ANNOUNCEMENT

### Acquisition Of Asia Pacific Rights For Geltox – A “Botox” Like Preparation That Can Be Applied To Skin Without Injection To Complement Existing Sheep Collagen Cosmetic Range

Holista is pleased to announce that it has secured the exclusive rights for **GELTOX SKIN SCIENCE** – skin formulation that produce the “botox like” effect but can be applied personally directly on skin completely eliminating the need for injections by a qualified professional. There is no need for needles or a qualified professional. The effects after application can be seen after several minutes and last for several hours after application.

**GELTOX SKIN SCIENCE** was designed to produce short term results by providing immediate reduction in facial expression lines as well as wrinkles and long term effects by reducing the appearance of these lines over the course of several months.

The idea behind **GELTOX SKIN SCIENCE** is similar to injections like Botox®; by targeting certain specific muscle areas and relaxing them, the face will show less wrinkles with smiles, frowns and other facial expressions. However, unlike injections with a syringe, **GELTOX SKIN SCIENCE** uses a combination of peptides and muscle relaxers that deeply penetrate skin and cause mild paralysis in select areas of the face.

The active ingredients are a mix of plant extracts and peptides that are liposome encased to cross deeper into the skin with direct application. Liposomes are used to coat active anti-aging ingredients and deliver them deep into skin.

The technology behind **GELTOX SKIN SCIENCE** ([www.gelttox.com](http://www.gelttox.com)) is patent pending and was developed by Palma Biotech ([www.palmabiotech.com](http://www.palmabiotech.com)). The company develops liposomes and liposomal

encapsulation technologies. Liposomes are extremely small vesicles mainly composed by phospholipids organized in unique stable bi-layer – water soluble and fat soluble.

Liposomes are basically used to transport the active principles in a very selective manner helping active substances penetrate deep into the skin. The benefits are increased efficiency and decreased toxicity of the encapsulated active ingredient. The effects can also be longer lasting with better absorption, penetration and diffusion.

Palma Biotech works with different active compounds that can be paired with its Liposome expertise.

Frode Thengs-Vik, the CEO and Co Founder of Palma Biotech, the company that developed **GELTOX SKIN SCIENCE** said “We are working with state of the art technology. We can create a “botox” effect using both natural and synthetic peptides as requested by the customer. The product is registered, approved and used in Europe. It is manufactured as per standards of the European Union.”

“We are pleased to have found an Australian partner that can take our unique innovation to the Asian Pacific region which is now one of the most dynamic markets in the world” said Olav Hellebo, the Chairman of the Board and co-founder of Palma Biotech.

“The addition of **GELTOX SKIN SCIENCE** significantly strengthens the position our cosmetic sheep collagen. It improves our offering to our cosmetic collagen clients but also gives new avenue of growth with a unique technology. We believe that there is a huge latent market in Asia for this especially since there is no more need for injection and the costs and risks linked to it” noted Rajen Manicka, the CEO of Holista Colltech.

As such, **GELTOX SKIN SCIENCE** could become an interesting lifestyle product that would be used beyond the current market by attracting a younger age group among the female and even the male population” he added.

### **About Holista CollTech Ltd**

Holista researches, develops, manufactures and markets “healthstyle” products to address the unmet and growing needs of natural medicine and is the only company producing sheep (ovine) collagen using its patented extraction methods and is on track in nano-nising and liposome encapsulating the Ovine Collagen.

Holista aims to build a world class company, focus on providing consumers with scientifically enhanced, engineered and tested natural health supplements and consumer products.

Jay Stephenson

**COMPANY SECRETARY**

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