

Skin-friendly hand sanitisers: Holista Colltech and Skin Elements partner for new launch amid COVID-19 pandemic

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Biotech firm Holista Colltech and skin care specialist Skin Elements – both of which are listed on the Australian stock exchange - have announced a deal to launch a natural and alcohol-free hand sanitiser.

The Invisi Shield Natural hand sanitiser combines Skin Elements' skin-sensitive anti-microbial formula with Path-Away, a plant-based, alcohol-free active ingredient.

According to the company, that has proven successful in killing of more than 170 viruses, bacteria and fungi.

Path-Away was developed by US-based Global Infection Control Consultants (GICC) and Holista holds its exclusive distribution rights in Australia.

"The inclusion of Path-Away combines trusted skincare solutions developed by Skin Elements with a powerful active ingredient that has been tested as a sanitiser," said Dr Rajen Manicka, CEO of Holista.

Invisi Shield Natural will address a major concern faced by the constant use of alcohol-based sanitisers, such as skin sensitisation, which consumers are becoming increasingly concerned about.

"People want a hand sanitiser that is effective, but they also want it to be safe, non-alcohol and 'non-chemical,'" said Manicka.

Manicka claimed Invisi Shield Natural to be *"the most tested"* natural sanitiser. He added that the companies will continue to test and currently have studies on the hand sanitiser that are ongoing.

He told *CosmeticsDesign-Asia* that he believes that the demand for hand sanitiser will continue to be high even as the world recovers from the novel coronavirus (COVID-19) outbreak.

"In the post-COVID-19 world, there is going to be a heightened need for sanitisers. In fact, we see the parallel between the rise of AIDS in the 1980s and the growth of the condom market globally. There will be a big need for personal sanitisers," said Manicka.

Under the agreement, the initial order of Path-Away is for a minimum of \$600,000 in the first year.

The minimum order quantities will be reviewed on a quarterly basis, in order to assess capacity to increase order quantities as required to meet increased demand.

As per the deal, Holista will provide Path-Away as a concentrate to be included in the manufacture of Invisi Shield Natural, which will be produced in Australia by Skin Elements.

Currently, Skin Elements has the capacity to produce up to 20,000 100ml bottles of Invisi Shield Natural at its West Perth facility.

It will review quarterly its capacity to assess if additional contract facilities are required to increase production to meet increased future demand.

The firm added that it would allow its production outputs to be independently verified by auditors of Holista or GICC auditors.

Invisi Shield Natural is set to launch Australia and New Zealand this month as part of an accelerated collaboration between both companies to meet the increased global demand for sanitisers.

The hand sanitiser will be available through Skin Elements' retail network which covers over 10,000 retail outlets.

Additionally, it intends to introduce other bottle sizes for handheld or table-top use and can increase production to meet demand in Australia and New Zealand and from the global markets.

Skin Elements' Executive Chairman Peter Malone said: *"This new sanitiser significantly strengthens our range of existing sanitisers which is being unveiled after two years of product development and test marketing to independent pharmacies, and selected schools and day-care centres in Western Australia."*