

# Cellmid Ltd

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## Cellmid secures new US partner for hair products

Cellmid Ltd (ASX:CDY) has secured a new partnership in the U.S. with premium retailer Neiman Marcus for its evolis® Professional products.

With 42 stores across the U.S. and an increasingly strong and fast growing online presence, Neiman Marcus will help connect Cellmid with the US\$13bn U.S. hair care market.

Their first order has been received and was shipped on 2 August.

The entire evolis® Professional product portfolio will be sold by Neiman Marcus, including the PROMOTE, PREVENT and REVERSE ranges.

Through their mytheresa.com business the Neiman Marcus Group is also increasing their retail powers in Europe and China by using extensive digital marketing and social media influencers.

### Background

Cellmid has two business segments - consumer health and its midkine (MK) portfolio.

The consumer health segment currently sells hair growth products in Australia, Japan and the U.S, which were developed using FGF5 related intellectual property.

During FY17, total consumer product sales were up 49% to A\$4.41mln compared to the previous financial year.

The majority of sales are generated in Japan and Cellmid most recently launched its lead revenue driving évolis® hair loss products into the U.S. market.

Cellmid entered the September quarter with circa A\$4mln.

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**Price:** A\$0.52

**Market Cap:** A\$29.59M

### 1 Year Share Price Graph



### Share Information

**Code:** CDY

**Listing:** ASX

**52 week High Low**  
0.8p 0.35p

**Sector:** Pharma & Biotech

**Website:** [www.cellmid.com.au](http://www.cellmid.com.au)

### Company Synopsis:

Cellmid Ltd (ASX:CDY) is listed on the Australian Securities Exchange.

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