

Cellmid Ltd

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Cellmid Ltd launches hair loss products into US\$3.5B market

Cellmid Ltd (ASX:CDY) has launched its lead revenue driving évolis® hair loss products into the U.S. market.

Pre-sales will officially commence on 7 November 2016 through a dedicated website.

The launch is the culmination of three months of pre-launch activities, including manufacture and branding of the évolis® product range.

Products will be targeting the US\$3.5 billion hair loss market in the U.S.

Funding for the launch is in place after Cellmid recently received commitments to raise \$3 million through a placement of shares priced at \$0.03.

Pre-launch marketing

During the pre-launch the U.S. branded évolis® REVERSE was introduced to beauty editors of fashion, health and lifestyle magazines, as well as bloggers and influencers.

The outreach to dozens of publications resulted in firm commitments of product trials and editorial coverage from November 2016 until June 2017.

As the only new topical treatment, Cellmid was also invited to introduce évolis®, to 250 of the top U.S. hair salon chains at an industry meeting in Atlanta on new innovations in hair loss.

Hair salons in the U.S. account for a significant component of topical hair loss product sales, only second to minoxidil based product sales in pharmacies.

U.S. opportunity

The U.S. market is significant as it is the biggest single market for hair loss treatments with combined sales of circa US\$3.5 billion annually.

The U.S. market is comprised 57.7% of minoxidil based products, which cater mostly for men.

Cellmid's évolis® range is formulated for both men and women.

This is particularly important as almost half of those suffering from hair loss are women without a safe and effective treatment alternative.

Background

Price: A\$0.5

Market Cap: A\$28.46M

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

Company Synopsis:

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

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

The company holds the largest and most comprehensive portfolio of intellectual property relating to the MK and FGF5 globally, and its consumer health division currently sells hair growth products in Japan and Australia, which were developed using FGF5 related intellectual property.

Cellmid aims to follow in the footsteps of FGF5 by commercialising its MK portfolio, and it has set up dedicated subsidiaries, Lyramid Limited and Kinera Limited as part of its clinical development plan to commercialise its MK antibody assets.

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