

Cellmid Ltd

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Cellmid delivers positive results using the evolisis® Professional product range

Cellmid Ltd (ASX:CDY) is focused on increasing sales in the consumer health business in Australia and Japan, while continuing to grow its distribution in the U.S.

The latest results will certainly assist the U.S. expansion, with strong positive results following the completion of its first consumer experience study using the evolisis® Professional product range.

98% recorded new hair growth and 97% reported decreased hair fall using the full range of the company's evolisis® Professional products over 120 days.

LATEST VIDEO: Maria Halasz talks outstanding study results

In addition to the efficacy results, 96% of participants felt their hair texture was improved and 87% of users improved at least one grade on the Hamilton Norwood or Ludwig hair loss scales, the internationally accepted hair loss scales for men and women.

The consumer study results are critical for the company's U.S. premium retail strategy, and the data will be the key resource for the underlying marketing and public relations activities that drive brand awareness and sales.

READ NOW: Cellmid secures new US partner for hair products

With a 1 September 2017 launch date in Neiman Marcus, completion of the consumer experience study is timely and its highly relevant U.S. results will be the core data source for co-branded social and digital marketing as well as the public relations activities.

Next up

Cellmid will be opening its first concept store in Japan in the next quarter, which will build on its e-commerce partnerships in the U.S.

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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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