

## ASX ANNOUNCEMENT

### CELLMID LAUNCHES NEW HAIR LOSS PRODUCTS

- Marketing of the Advangen hair loss related products commenced today
- Products sold on Advangen's website and through selected hairdressers

**SYDNEY, 8 December 2010:** Australian biotechnology company **Cellmid Limited (ASX: CDY)** today launched its first hair loss (alopecia) related products through its wholly owned subsidiary Advangen International Pty Ltd (Advangen), [www.advangen.com.au](http://www.advangen.com.au).

Advangen has exclusive Australasian distribution rights to a novel, scientifically validated range of hair loss products and option to extend exclusivity to the USA and Europe. The products will be sold from today on Advangen's website, [www.advangen.com.au](http://www.advangen.com.au), and may also be purchased in selected hairdressing salons from February 2011.

The product range contains active ingredients of natural origin that have been shown to inhibit FGF-5, a protein responsible for the transition of the hair follicles from growth to rest phase. Animal and human studies have demonstrated that using FGF-5 inhibitors extends the growth (anagen) phase of each hair follicle and decreases the amount of hair lost. Over time, this should result in a fuller head of hair, with increased thickness and length.

The products have been developed from research conducted by the National Institute of Advanced Industrial Science and Technology in Japan, and further developed by the Skin Research and Technology Group in Yokohama, the Department of Dermatological Science at the University of Tokushima and by Advangen Inc. of Japan.

Findings of the in vitro, pre-clinical and human clinical studies in relation to the active ingredients have been detailed in the 2007 publication "*Sanguisorba officinalis* root extract has FGF-5 inhibitory activity and reduces hair loss by causing prolongation of the anagen period". This and other relevant publications can be accessed via the [www.advangen.com.au](http://www.advangen.com.au) website.

The active ingredients in Advangen's products, including *Sanguisorba officinalis*, are listed by the Japanese Department of Health and Welfare.

Several premium products containing active ingredients with FGF-5 inhibitory activity are included in the range:

- **Jo-Ju Shampoo** containing extracts from Garden Burnet (*Sanguisorba officinalis*) and from Multiflora rose (*Rosa multiflora*). Laboratory tests have shown that these extracts both inhibit FGF-5 and extend the growth phase of the hair cycle. The Jo-Ju Shampoo also contains Senburi, a whole plant extract from Japanese green gentian (*Swertia japonica*). The Jo-Ju shampoo is suitable for men and women.
- For women, the **Jo-Ju Scalp Lotion** contains higher concentration extracts from Garden Burnet (*Sanguisorba officinalis*) and from Multiflora rose (*Rosa multiflora*). The Jo-Ju scalp lotion also contains Senburi.
- For men, the **Lexilis Scalp Lotion** contains extract from Loquat (*Eriobotrya japonica*). Laboratory tests have shown that Loquat leaf extract also inhibits FGF-5. Lexilis scalp lotion contains Senburi as well.

Advangen's products will initially be marketed as cosmetics without formal therapeutic claims. Advangen will be applying to the Therapeutic Goods Administration (TGA) at the Department of Health and Ageing for approvals to market its range of products with therapeutic claims in the future.

Advangen's products have been on sale in Japan since 2008, with over half a million units sold to date. For further information on the products, scientific publications or on Advangen International Pty Ltd please visit the dedicated website [www.advangen.com.au](http://www.advangen.com.au).

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#### **About Cellmid Limited (ASX: CDY)**

Cellmid Limited is a biotechnology company listed on the Australian Stock Exchange. The Company is the owner of the most comprehensive intellectual property portfolio around midkine globally. Midkine is a significant novel therapeutic and diagnostic target. It is a native protein expressed during early cancer formation as well as at the onset of a number of inflammatory processes. Cellmid is committed to the commercialisation of its portfolio of therapeutic and diagnostic products. Cellmid has recently established a wholly owned subsidiary, Advangen International Pty Ltd, to commercialise its alopecia related products.

#### **Investment in biotechnology companies**

There are a number of inherent risks associated with the research, development and commercialisation of pharmaceutical products. Investment in companies specialising in these activities carry specific risks which are different to those associated with trading and manufacturing businesses. As such, these companies should be regarded as highly speculative. Cellmid recommends that investors seek professional advice before making an investment in its shares.