



## ASX ANNOUNCEMENT

### Media Launch of Évolis™ Hair Products

**SYDNEY, Thursday, 29 March 2012: Cellmid Limited (ASX: CDY)** advises that it has commenced the commercial launch of its *Évolis™* hair growth products with an event in Sydney for representatives of the national printed and electronic media yesterday. The products have received celebrity endorsement from Paula Duncan, AM. The press release for the event is included in this announcement.

In February 2012 Cellmid advised that it had received TGA approval and expected completion of the GMP manufacture and commercial launch of the *Évolis™* products in May 2012. These events have now been brought forward and commercial sale of the products through pharmacies is likely to commence in the middle of the calendar year, three months earlier than previously planned.

The *Évolis™ for Men* and *Évolis™ for Women* products have important TGA approved claims of "promotes hair growth", "helps prevent hair loss and thinning" and "restores the natural hair growth cycle".

The *Évolis™* products will not require a prescription and will be sold as over the counter medicines in individual pharmacies as well as pharmacy chains at the recommended retail price of \$89 for each 50 ml bottle. The Company is targeting a minimum of 400 pharmacies nationally within the first twelve months.

It is estimated that 40% of women and 50% of men in western countries are affected by hair loss at some stage in their life. Current hair growth products either have serious side effects or lack evidence of efficacy. The key competitive advantage for the *Évolis™* range is safety combined with efficacy and as such the products represent a significant market opportunity.

Cellmid, via its wholly owned subsidiary Advangen International Pty Ltd, holds exclusive manufacturing and distribution rights for the products in Australia, USA, Europe, India and South America with significant combined sales potential. Commercial launch outside Australia is expected to commence in late 2012.

The website for the *Évolis™* products will be re-launched on 15<sup>th</sup> April 2012 with a commercial interface to facilitate internet sales and a promotional video which will also be released on site in participating pharmacies.

# évolis

PRESS RELEASE

MARCH 28, 2012

## INTRODUCING ÉVOLIS

### THE FIRST CLINICALLY VALIDATED HAIR GROWTH PRODUCT TO BE RELEASED IN OVER TWO DECADES

The result of 12 years of research and development, Évolis Tonic is a revolutionary new hair product launching in Australia. With TGA approved claims, Évolis promotes hair growth, helps reduce hair loss and thinning, and restores the natural growth cycle of the hair by inhibiting FGF-5.

Available on pharmacy shelves in Australia from June, men and women of all ages will experience benefits within four months of use and noticeable results may start even earlier.

When using Évolis, the first thing women may notice is a significant reduction in the loss of hair due to age, drug therapy, pollution or stress. Benefits will include improved hair line and longer, thicker, more evenly growing hair.

Men should also reap the benefits of Évolis with a reduction in hair loss caused by environmental factors, and age related hair loss. Most importantly, they can expect an improved hairline, better hair growth at the crown and improved hair thickness.

Évolis Tonic contains active ingredients that work together to reactivate the resting hair follicles and transition them into growing. The fragrance free formula uses only natural extracts including *Poterium officinale* , *Rosa multiflora* , *Eriobotrya japonica* , *Ginkgo biloba* , and *Swertia chirata* .

In independent clinical trials daily hair loss was shown to have reduced by 40%. The same studies showed a 25% increase in the rate of hair growth.\*

#### The science behind Évolis...

Each healthy hair follicle has a growth (anagen), transitional (catagen) and resting (telogen) phase. These three phases together represent the hair cycle, which can last from one to seven years depending on individual factors. The protein that triggers the hair to go from "growth" to "rest" phase and eventually fall out is called FGF-5. Ageing, exposure to pollution, stress and illness may cause an accumulation of FGF-5 in the scalp and a shortening of the hair cycle, resulting in hair becoming weaker and falling out earlier. **Évolis tonic contains herbal plant extracts which have been found to inhibit FGF-5 and extend the growth cycle of the hair.**

Directions for use: For best results apply twice daily directly onto the scalp. On dry hair, spray 2-3 times into the roots and use fingers to distribute by massaging it gently. On wet hair, spray 2-3 times into the roots and use fingers to distribute massaging gently; blow dry to heat activate for superior benefits.

**RRP: \$89.00 (50mL)**

Évolis Tonic will be available in pharmacies nationally from June 2012.

For stockist details visit [www.evolisproducts.com.au](http://www.evolisproducts.com.au) or phone 02 9299 4011.

\*Clinical trial results available upon request.





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**Cellmid Limited (ASX: CDY)**

Cellmid is an Australian biotechnology company developing innovative novel therapies and diagnostic tests for inflammatory diseases, heart attack and cancer. Cellmid holds the largest and most comprehensive portfolio of intellectual property related to midkine and midkine antagonists globally. The Company's most advanced clinical development program is for the treatment of acute myocardial infarction (AMI) utilising the midkine protein. Cellmid is also developing anti-midkine antibodies for the treatment of inflammatory and autoimmune disorders. In addition, Cellmid is commercialising midkine as a biomarker for cancer diagnosis. Elevated midkine concentration in the blood and other body fluids is strongly indicative of cancer. Cellmid's first product, the MK-ELISA, is a blood test that sensitively and accurately measures serum midkine levels.

**Advangen International Pty Ltd**

Advangen International Pty Ltd is the wholly owned subsidiary of Cellmid Limited. Advangen develops and sells scientifically validated products to prevent and treat various forms of hair loss. The company's products have well understood mechanism of action and have been extensively tested for safety and efficacy with published validation data. Advangen has two market ready product ranges, one for pharmacies (Évolis™) and one for professional hair salons (Jo-Ju™ and Lexilis™). In addition, the company is developing midkine in a high performance formulation for the treatment of age related hair loss.

**Advangen's Products**

Advangen's products are based on using FGF-5 (Fibroblast Growth Factor 5) inhibitors to prevent hair loss, extend the growth phase of the hair cycle and activate resting follicles prompting them to grow. FGF-5 is known to cause hair to fall out and suppress hair growth. Its absence results in strong hair growth. FGF-5 has no other functions rendering its inhibitors safe. Advangen's FGF-5 inhibitor products are plant extracts that have been tested for their ability to inhibit FGF-5 with propriety high through put assay. Several products have been developed, of which the Advangen range (Jo-Ju™ and Léxilil™) will be sold through hair salons as cosmeceuticals. The Évolis™ range has been registered by the TGA as a listed medicine and will be sold as an over the counter product in pharmacies.