



## *Company Announcement*

### **Phosphagenics and NY-based Métier Tribeca LLC expand cosmetic product range**

- *From April 2011 Métier Tribeca to expand marketing and sales of its range of cosmetic products using Phosphagenics' TPM® technology*
- *More than 20,000 units sold in first 12 months since launch of initial two products*
- *In April 2011, eight new products to be added to existing range of two products*

**27 January 2011, Melbourne:** Melbourne biotechnology company Phosphagenics Limited's (ASX: POH; OTCQX: PPGNY) New York based partner, Métier Tribeca LLC will launch eight new cosmetic products in the United States following the signing of a new agreement.

The agreement enables the partner company to expand its existing colour cosmetics treatment range from two products to ten. The new luxury range of products will initially be launched as a professional range. In the third quarter, it will be rolled out into some of the world's leading department stores.

The new range will use the Phosphagenics' patented TPM® technology enabling superior skin diffusion and will be manufactured, marketed and sold by Métier Tribeca.

Métier Tribeca has been marketing and selling Phosphagenics' TPM® cosmetics range under its brand Le Métier de Beauté for the past twelve months.

"We see this as proof of efficacy and the commercial case for topical TPM® products," said Dr Esra Ogru, Joint CEO of Phosphagenics.

"Métier Tribeca has been selling two TPM® products for the past year and following the success of the products, is expanding them by eight more. It is a premium line manufacturer, distributor and marketer and it is enthusiastic to expand our collaboration and boost sales."

Mr Richard Blanch, CEO of Métier Tribeca said, "Métier has committed to promote, advertise, distribute and sell these products and expand volumes in retail channels. We will also seek to expand into new markets."

The premier skin care range will be sold in world-recognised department stores including, but not limited to, Neiman Marcus, Bergdorf Goodman, Nordstrom, Selfridges (UK), Printemps (France) and Joyce Boutiques/Lane Crawford (Hong Kong). Métier Tribeca will be responsible for costs of manufacturing, packaging, marketing and distributing the products.

Phosphagenics' patented TPM® delivery technology not only reduces skin irritation by encapsulating the active ingredients but also delivers it more effectively and in larger amounts than the majority of other topical formulations currently available.

## **ENDS**

### **Enquiries:**

Dr Esra Ogru  
Chief Executive Officer  
Phosphagenics Limited  
+61 3 9565 1119

Rudi Michelson  
Monsoon Communications  
+61 3 9620 3333

### **About Phosphagenics**

Phosphagenics is commercialising drug delivery applications based on its novel transdermal (drugs administered via skin) TPM® – Targeted Penetration Matrix technology. TPM® is a patient friendly and cost effective system used to deliver proven pharmaceutical and nutraceutical products.

The lead product advancing through clinical trials is an oxycodone matrix system for the relief of chronic pain.

Phosphagenics' shares are listed on the Australian Securities Exchange (POH) and its ADR – Level 1 program in the US is with The Bank of New York Mellon (PPGNY).

[www.phosphagenics.com](http://www.phosphagenics.com)